

New homes and community improvements on Edenham site

Analysis of Round Two stakeholder consultation

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THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Introduction

Background

The Council is delivering 600 new homes including a minimum of 300 social rent homes, alongside open market homes to rent and other community and employment facilities as part of its New Homes Programme. All of these new homes will be developed on sites owned by the Council. We have 3,500 people on our housing waiting list so it's important that we, as a Council, maximise the use of the land that we have to address this acute housing shortage. We are looking at land across the whole borough to be able to do this.

Edenham, adjacent to Trellick Tower, is just one of the sites identified as part of the NHDP to help deliver new homes for the borough. In addition to providing new homes, the proposed development would include the following additional benefits: a dedicated community facility, an improved major central landscaped area, retention of part of the graffiti wall, a new ball court facility and improvements to the surrounding area with investment planned for Trellick Tower foyer and public realms.

Consultation approach

Following a first round of consultation in late 2020, the Council launched a second round of consultation on 9 February, running to 25 March 2021, to gather stakeholders' views on the emerging proposals (taking into account feedback from round one). A dedicated page was set up on the [Council's website](#) with details of the proposals and consultation, this included a video presentation. Stakeholders were encouraged to provide feedback via an online survey and two virtual live chat sessions where stakeholders could ask questions about the proposals and provide feedback. To ensure those that without access to the internet were able to participate, paper copies of material was available on request and paper copies of the survey were delivered to residents living closest to the site.

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

Report

A total of 122 surveys were returned by the deadline and a total of 90 stakeholders attended across the two live chat sessions. This report contains an analysis of survey responses and a summary of feedback from the live chat sessions. Where graphs are shown, percentage figures are used. A separate appendix report is also available, containing data tables and all comments made by respondents to the survey.

Acknowledgements

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



Results at a glance: Feedback from the survey

Principle of providing new homes, improved outdoor space and flexible affordable community use/ workspace on the site

- A fifth (20 per cent) of respondents **supported this principle**.
- However, two-thirds (67 per cent) **objected**.

Uses alongside new homes

- The most popular suggestions for uses of the site, alongside homes, were: **use it for nothing, or against the scheme** (42 comments), **affordable workspaces** (19 comments) and **graffiti park** (18 comments).

Landscaping approach

- Over half (54 per cent) **'objected'** or **'strongly objected'** to the proposed large landscaped central open space with an increased area, surrounded by smaller garden and park areas. This was largely due to respondents being against the scheme or height of buildings or because of the proposed movement of graffiti walls.
- Over a quarter (29 per cent) of respondents **'strongly supported'** or **'supported'** the landscaping approach.

Types of outdoor space

- The most popular other types of outdoor spaces respondents would like to see were **'play spaces for children'** (57 per cent), **'new trees'** (53 per cent) and **'outdoor seating'** (48 per cent).

Ball court location

- When asked about a preferred location for the ball court, there were mixed views. A similar percentage would prefer to see **'a ball court within the newly created open space'** (23 per cent) and **'a ball court north of Trellick Tower'** (22 per cent). It should be noted that 23 per cent would **'prefer no ball court'**.

Public art space/graffiti wall location

- When asked about a preferred location for public art space/graffiti wall, there were mixed views. A similar percentage would prefer to see it located **'North of Trellick Tower'** (24 per cent), with 23 per cent preferring it to be **'integrated into the newly created central open space'** and 22 per cent would like to see it **'on Eastern section of Meanwhile Gardens/Great Western Road Bridge'**.
- However, 36 per cent would like to see the public art space/graffiti wall located in an other location, with 52 respondents wanting it to be located in its current location.



Results at a glance: Feedback from the survey

Site layout

- Nearly two-thirds (64 per cent) of respondents **'objected'** or **'strongly objected'** to the preferred site layout which provides five new blocks around a central open space. A fifth (20 per cent) of respondents **'strongly supported'** or **'supported'** the layout.
- The main reasons for objecting were related to the height of the scheme and the impact this would have on residents or views of Trellick Tower.

Mews Street

- There were mixed views on the concept of a new safer and more attractive 'Mews Street' in the existing service yard area. A total of 39 per cent of respondents **'objected'** or **'strongly objected'** to the Mews Street; whilst over a third (34 per cent) of respondents **'strongly supported'** or **'supported'** the Mews Street.

Building heights

- Over two-thirds (68 per cent) **'objected'** or **'strongly objected'** to building a range of different building heights across the site. This includes over a half (57 per cent) that **'strongly objected'**. A total of 15 per cent **'strongly supported'** or **'supported'** this approach.
- When presented with a choice of three building heights for the tallest building (20, 18 and 16 stories), a large percentage of respondents chose not to answer this question. This is likely to indicate that respondents did not support any of these options. A third of respondents (33 per cent) chose 16 stories.
- Respondents were given the chance to comment on the height of the buildings. A large number (42) indicated that all options for the building were too tall and/or commented on the impact of the size of the buildings. Additionally 27 respondents commented that they were against the development and 16 suggested lower building heights.

Other thoughts comments

- Other comments made by respondents centred on **'being against the development'**, **'height and impact of the buildings'** and **'consultation concerns or suggestions'**.



Results at a glance: Feedback from virtual meetings

Feedback from virtual meetings

- **Principle of the development:** Residents were keen to understand why it couldn't be built elsewhere and why the deviation from supplementary planning document.
- **Quality of life:** The needs of the local community need balancing against the needs for new homes.
- **Density:** Concerns about the density of the development and the strain on infrastructure.
- **Height:** General opposition to height of the development.
- **Heritage of the site:** Concerns were expressed about development blocking the views of Trellick Tower and detracting from the heritage of the site.
- **Light:** Concerns expressed about the impact the development would have on light for those living near by. Light models were also requested by stakeholders.
- **Graffiti wall:** Against the loss of existing wall or other options put forward as alternatives.
- **Ball court location:** Concerns expressed about the proposed location north of Trellick Tower due to safety, caused by proximity to the road.
- **Consultation:** Concerns were expressed about how far reaching the consultation was and options within the survey. Attendees were keen to see a residents' focus group be set up and understand how residents' views would be taken into account in the development.
- **Service entrance:** Attendees felt the service entrance on Edenham Way won't work.



Actions since the consultation

Following feedback received during the second round of consultation (as outlined in this report) into new homes and improvements to local community facilities at Edenham, we recognised that there was significant opposition to the proposals. To address these strong objections, we wanted to go beyond the traditional methods of consultation and engagement.

We have therefore been working closely with CoMMET (The Council of Meanwhile, Metronomes, Edenham and Trellick) and the Cheltenham Estate Community Steering Group (CECSG) in a number of workshop sessions to explain in more detail how the current design for the site was developed and to receive more targeted feedback on different elements of the scheme to inform the next stage of design.

The CECSG is a community body set up by CoMMET (The Council of Meanwhile, Metronomes, Edenham and Trellick). This is one body who has representatives of the local community who live, work or use the space around the Cheltenham Estate, in the ongoing consultation for new homes at Edenham.

Weekly meetings were held from early March 2021 until mid-May 2021 and looked at the following topics at the request of the Steering Group.

- New Homes Programme and The Story So Far
- Viability and Quantum of Development
- Public and Community Benefits
- Describing the Current Scheme
- Site Strategies and Wider Implications
- Next Steps

All of the meetings were recorded and are available to view on the [Council's YouTube page](#)

Following these meetings and the first two rounds of consultation, we have increased the rounds of consultation from three to four for the Edenham site and, are now looking at discussing the updated proposals for the site with the wider community during the additional third round of consultation.



Actions since the consultation

Now that Covid-19 lockdown restrictions are easing, we will also be holding face to face events as part of round 3 of consultation to try and reach more members of the local community. We recognise not everyone has internet access so may not have been able to attend the online consultation sessions. It is important that as many local residents who live near the site have their say.

We have strict deadlines to meet with regards to our New Homes Programme. The GLA funding deadline is the end of March 2023 and was recently extended due to the pandemic. We are currently planning to submit the planning application for Edenham in October 2021.

The progression of the plans for Edenham are important as we have over 3,500 residents on our housing waiting list and it is imperative we build as many homes as possible to help meet this pressing need. We must also meet the GLA funding deadline to be able to do this.

To address the concerns we have received, we have amended the proposals to take on board residents' strong views and to encompass the Council's objectives. We will be publicising the third round of consultation for this site in the coming weeks and would like as many local residents as possible to give us their views on the new design.



Section 1:

Stakeholder survey



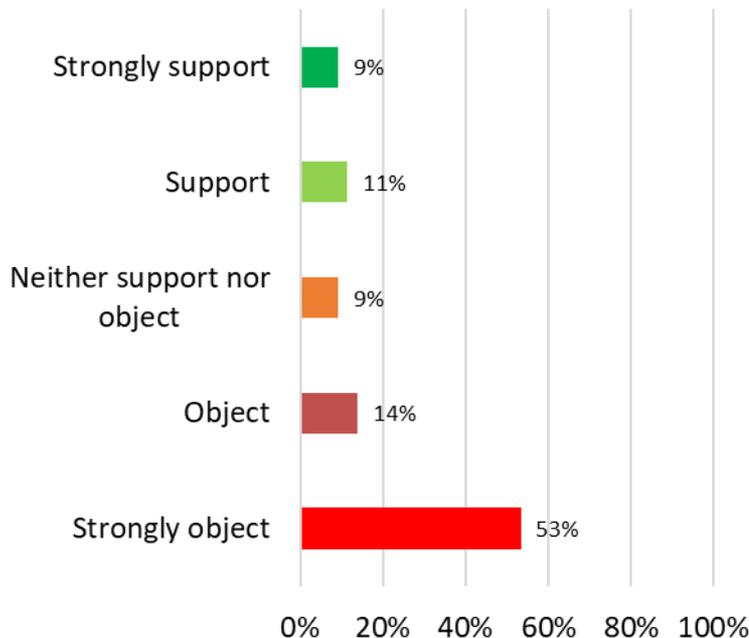
Survey findings: Providing new homes on the site

Respondents were asked, having seen the latest proposals which have taken on board feedback from residents and key stakeholders in the community, whether they supported the principle of providing homes, improved public outdoor space and flexible affordable community use/workspace on the site.

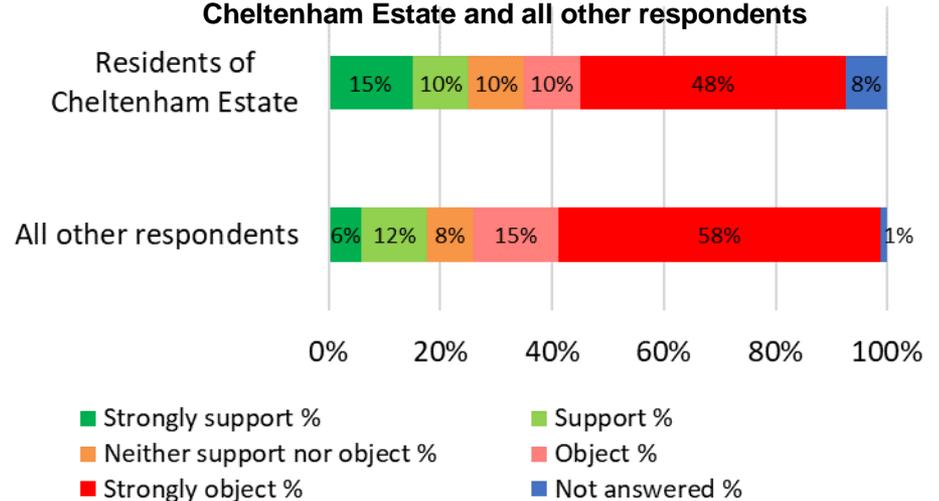
- Two-thirds (67 per cent) of respondents **'objected'** or **'strongly objected'** to this. This includes over half (53 per cent) that **'strongly objected'**.
- A fifth (20 per cent) of respondents **'strongly supported'** or **'supported'** the principle.

Do you support the principle of providing homes, improved public outdoor space and flexible affordable community use/workspace on the site?

Overall results



Comparison between responses from residents of the Cheltenham Estate and all other respondents



Base: All responses (122)



Survey findings: Uses alongside new homes

Respondents were asked which use(s) they would like to see alongside new homes on the Edenham site. Comments made have been themed and the themes with five or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on suggestions were in relation to ***use it for nothing or against the scheme/new homes being built*** (42 comments), ***affordable workspaces*** (19 comments) and ***graffiti park/wall*** (18 comments).

Theme*	Comments
Use it for nothing or against the scheme/new homes being built	42
Affordable workspaces	19
Graffiti park/wall	18
Youth development/activities for young people	16
Community hub/centre	12
Green spaces/outdoor spaces/public spaces	11
Play area	7
Ball court	5

*Themes shown with five or more mentions



Survey findings: Uses alongside new homes

“I am opposed to the proposed plans for building housing on the site at Trellick Tower and opposed to the plans for any additional uses of the site as outlined in the proposal. I do not feel they have taken account of the feedback provided in round one of the consultation and do not address a number of key concerns raised during round one.”

Use it for nothing or against the scheme/new homes being built

“Leave as it is.”

Use it for nothing or against the scheme/new homes being built

“Affordable workspace. Creative industries. Community.”

Affordable workspaces



“We would like to protect the outdoor area and the graffiti wall. This borough is obliged to support the community and after such a rough few years, especially with regard to Grenfell, the demolition of the graffiti wall walkway and the green spaces would be a heart breaking loss for everyone.”

Graffiti park/wall

“Youth development options are in desperate need in this area..”

Youth development/activities for young people

“Community focused areas that anyone is welcome in.”

Community hub/centre



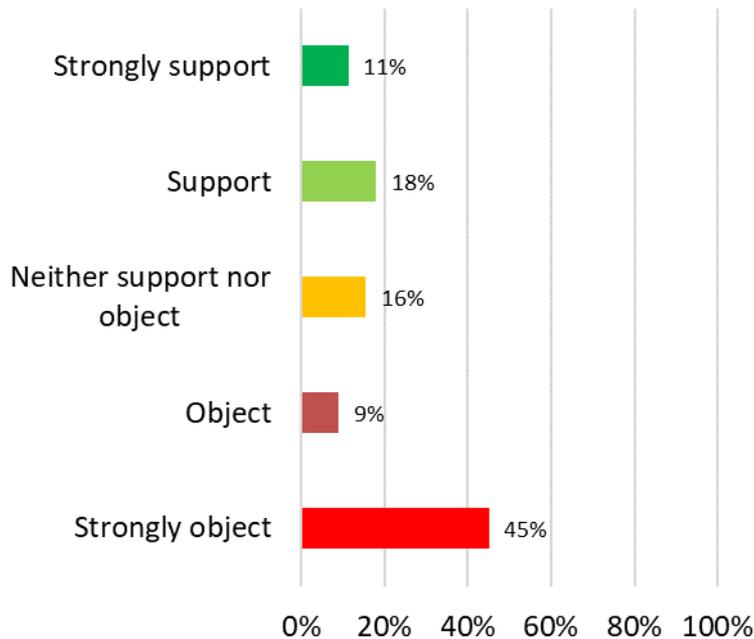
Survey findings: Landscaping approach

The proposed site layout and building arrangement provides a large landscaped central open space with an increased area, surrounded by smaller garden and park areas. Respondents were asked if they supported this approach.

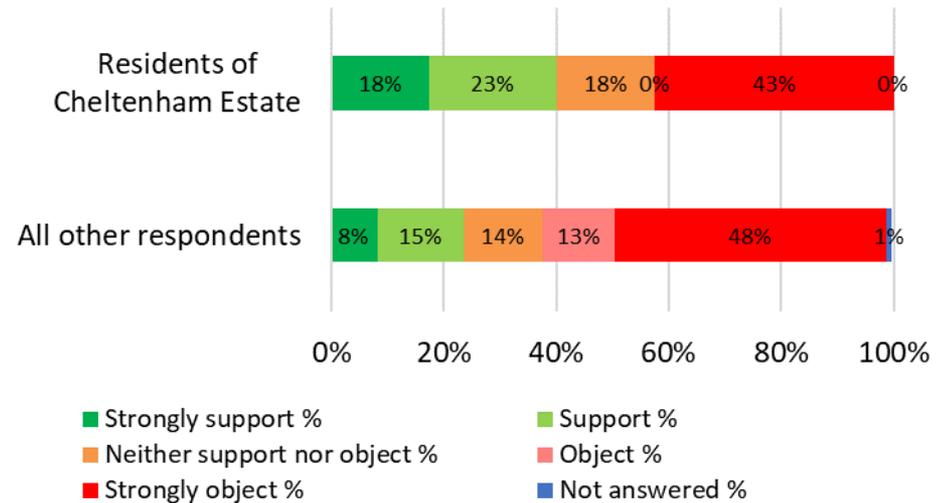
- Over half (54 per cent) of respondents **'objected'** or **'strongly objected'** to this approach. This includes 45 per cent that **'strongly objected'**.
- Over a quarter (29 per cent) of respondents **'strongly supported'** or **'supported'** this approach.
- A total of 16 per cent responded neutrally.

The proposed site layout and building arrangement provides a large landscaped central open space with an increased area, surrounded by smaller garden and park areas. Do you support this approach?

Overall results



Comparison between responses from residents of the Cheltenham Estate and all other respondents



Base: All responses (122)

Base: All responses (122)



Survey findings: Objections to the landscaping approach

Respondents that objected to the proposed landscaping approach were asked to explain why. Comments made have been themed and the themes with three or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on objections were **against the scheme or against such tall buildings** (35 comments) and **against moving the graffiti areas** (14 comments).

Theme*	Comments
Against scheme or against such tall buildings	35
Against moving the graffiti areas	14
In favour of green/open space	8
Maintaining existing	3

**Themes shown with three or more mentions*



Survey findings: Objections to the landscaping approach

“I object to the whole proposal.”

Against scheme or against such tall buildings

“Object to any development which masks the tower and/or where the graffiti is lost.”

Against scheme or against such tall buildings

“I object to these being described as improvements. This space has been disinvested by the council and needs to be maintained rather than what you call “improved“.

Maintaining existing



“I object if this involves destruction of the graffiti wall and parts of the original structures at the base of Trellick.”

Against moving graffiti areas

“This would mean destroying the world famous historical graffiti wall. I think smaller park and garden areas will be unused and mis-used, becoming dead space.”

Against moving graffiti areas

“I support the idea of a large open space but I do not support the proposed rigidity of a space that should be NATURAL and ORGANIC.”

In favour of green/open space



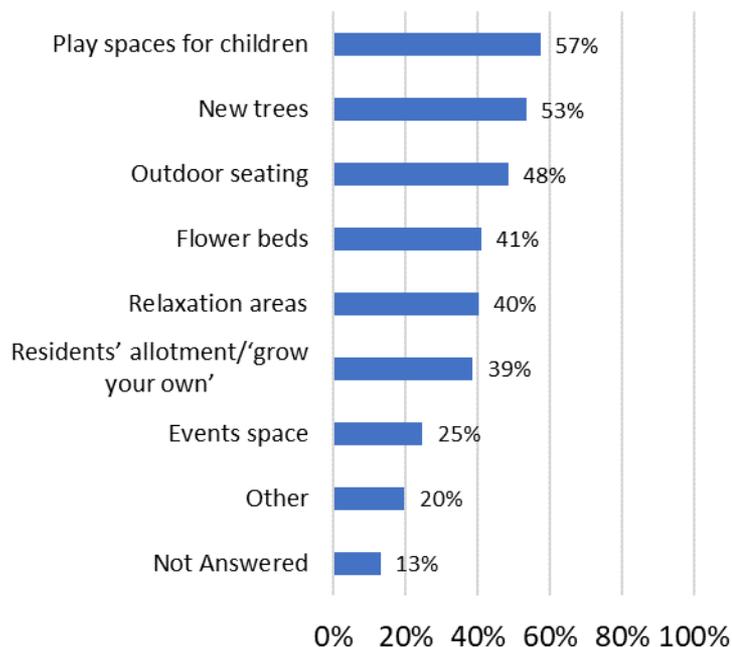
Survey findings: Outdoor spaces

Respondents were asked what other types of outdoor spaces they would like to see. Respondents were able to select as many answers as they wished, therefore results will not total 100 per cent.

- Over half (57 per cent) would like to see **'play spaces for children'**.
- Over half (53 per cent) would like to see **'new trees'**.
- Nearly half (48 per cent) would like to see **'outdoor seating'**.
- One in five (20 per cent) respondents suggested an **'other'** type of outdoor space, these answers are explored overleaf.

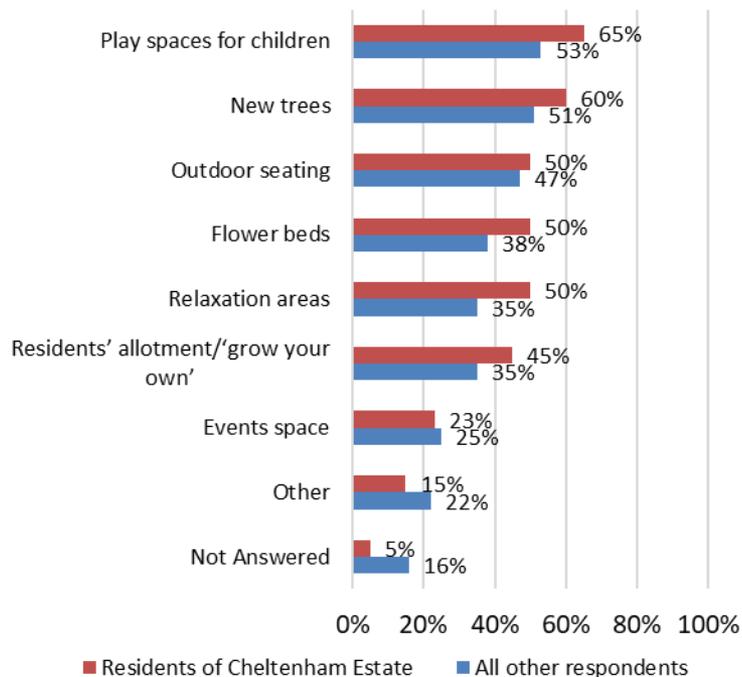
Please tell us about any other types of outdoor spaces you want to see

Overall results



Base: All responses (122)

Comparison between responses from residents of the Cheltenham Estate and all other respondents



Base: All responses (122)



Survey findings: Outdoor spaces – ‘other’ answers

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

The most commented on other ideas were **graffiti wall/public art space** (15 comments) and **keep as is/enhance existing space** (11 comments).

Theme*	Comments
Graffiti wall/public art space	15
Keep as is/enhance existing spaces	11
Gardens/green space	9
Against scheme/building on area	3
Playgrounds/play spaces	3
Sports/fitness area	3

**Themes shown with three or more mentions*



Survey findings: Outdoor spaces – ‘other’ answers

“A larger preservation of existing space and walls to serve the arts.”

Graffiti wall/public art space

“Maintaining of the existing graffiti wall and infrastructure.”

Graffiti wall/public art space

“There is everything one needs there already.”

Keep as is/enhance existing spaces

“I would rather see the current space maintained.”

Keep as is/enhance existing spaces



“More greenery, more park area, less concrete.”

Gardens/green space

“Community gardens.”

Gardens/green space

“Open space to breath and feel relaxed. Play area, swings, slide, climbing frame etc. for children. Too many people in a small space, children need space to grow.”

Playgrounds/play spaces

“Area to play sports to encourage people to be active and healthy.”

Sports/fitness area



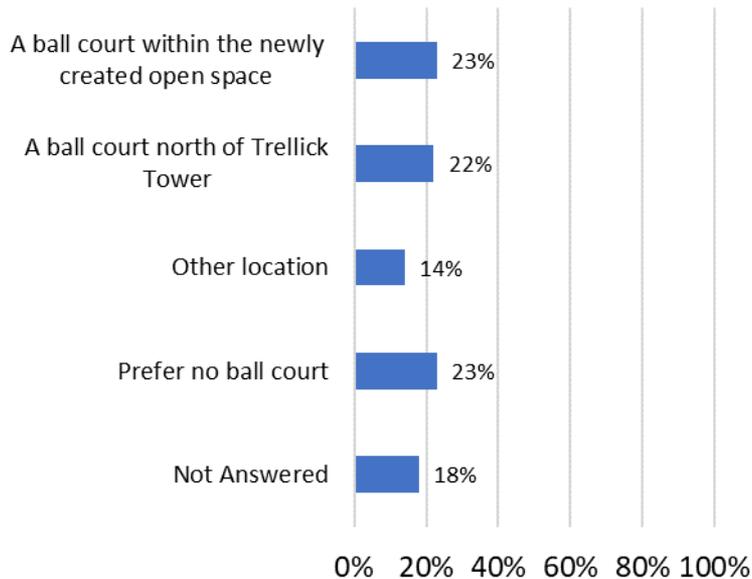
Survey findings: Ball court location

Respondents were asked which, of two suggested locations, would be their preference for a location of a ball court.

- Over a fifth (23 per cent) of respondents would prefer **'a ball court within the newly created open space'**.
- A similar percentage (22 per cent) would prefer **'a ball court north of Trellick Tower'**.
- A total of 14 per cent indicated that they would prefer an **'other location'** these are explored overleaf.
- However, nearly a quarter (23 per cent) indicated that they would **'prefer no ball court'**.

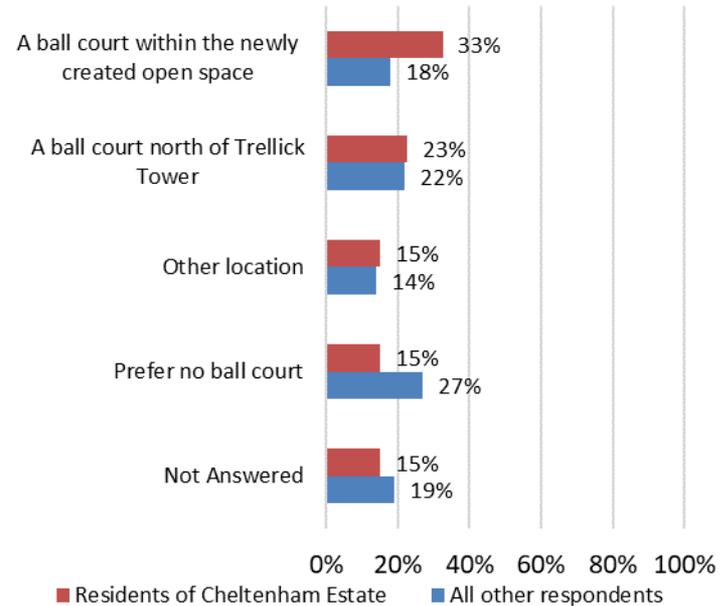
Please tell us if you would prefer either...

Overall results



Base: All responses (122)

Comparison between responses from residents of the Cheltenham Estate and all other respondents



Base: All responses (122)



Survey findings: Ball court location – ‘other’ answers

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

The most mentioned other suggestions were ***remain in current position*** (16 comments) and ***against the development*** (five comments).

Theme*	Comments
Remain in current position	16
Against development	5
Do not want ball court	2

**Themes shown with two or more mentions*



Survey findings: Ball court location – ‘other’ answers

“I would prefer that the ball court is left where it is, in all honesty. You cannot expect to just replace an area that has so much cultural and sentimental value.”

Remain in current position

“Keep the same ball court just renovate it so it’s safe.”

Remain in current position

“Leave it as is. Definitely don’t build on Meanwhile Gardens. That is a monstrous idea.”

Remain in current position

“Leave the ball court and the land as it is.”

Remain in current position



“I would prefer this development not be built.”

Against the development

“Prefer no building took place here at all until residents’ views are acted upon and respected and they become part of the steering group in determining the direction of this purpose build.”

Against the development

“Should be an area for all to enjoy, not just for youth! Young families, old generation, etc.”

Do not want a ball court

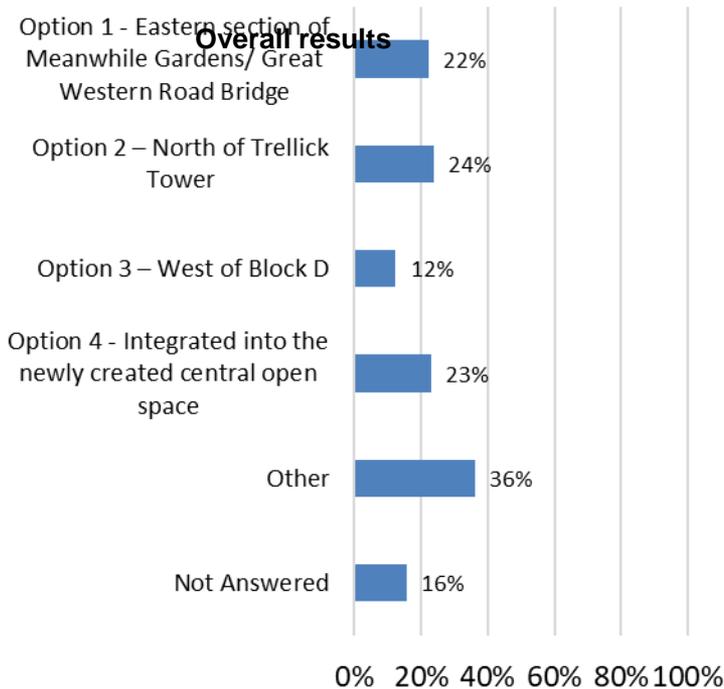


Survey findings: Public art space/graffiti wall location

Respondents were asked which, of four suggested locations, would be their preference for a public art space/graffiti wall location. Respondents were able to select multiple locations if they wished.

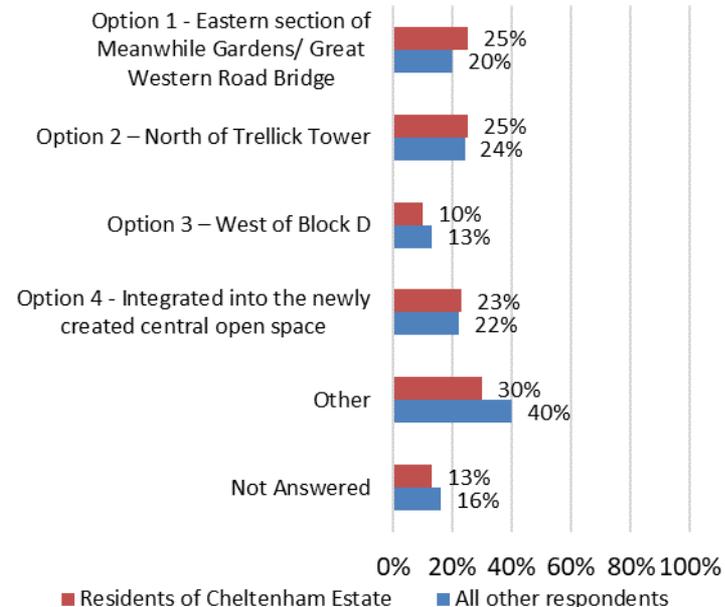
- Nearly a quarter (24 per cent) would prefer it to be located **'North of Trellick Tower'**.
- A similar percentage (23 per cent) would prefer it to be **'integrated into the newly created central open space'**.
- Over a fifth (22 per cent) of respondents would prefer it to be located **'on Eastern section of Meanwhile Gardens/Great Western Road Bridge'**.
- Over a third (36 per cent) indicated that they would prefer an **'other location'** these are explored overleaf.

Which of the locations is your preferred location for a public art space/graffiti wall?



Base: All responses (122)

Comparison between responses from residents of the Cheltenham Estate and all other respondents



Base: All responses (122)



Survey findings: Public art space location– ‘other’ answers

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

The most mentioned other suggestions were ***in current location*** (52 comments) and ***combination of the locations/all of the locations*** (three comments).

Theme*	Comments
In current location	52
Combination of the locations/all of the locations	3

**Themes shown with three or more mentions*



Survey findings: Public art space location – ‘other’ answers

“It should remain as it is and leave untouched.”

In current location

“Leave it as it is and then there’s no need for a naff, sanitised “graffiti wall” (cringe).”

In current location

“None of the proposed sites, need to retain the original to some degree.”

In current location

“The graffiti walls should remain at the centre of the gardens where they currently stand. The graffiti walls have been painted since the 1980s and are culturally significant to both the London graffiti scene and the local area.”

In current location



“All of the above areas would benefit from public art. These should be in line with the community and should support local artists.”

Combination of the locations/all of the locations

“A combination of these, as just one option does not look enough wall space. Artists come from all over London to this historical iconic area, and as many options/space to paint are needed to keep the atmosphere vibrant. Keeping a part of the old wall for historical purpose along with creating new spaces for artists to paint would be the ideal balance.”

Combination of the locations/all of the locations



Survey findings: Public art space/graffiti wall

Respondents were asked if they had any comments on the public art space/graffiti wall. Comments made have been themed and the themes with two or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most mentioned themes were **keep current location** (20 comments) and **other locations suggested** (four comments).

Theme*	Comments
Keep current location	20
Other locations suggested	4
Comments on development	2
Do not want graffiti wall	2

**Themes shown with two or more mentions*



Survey findings: Public art space/graffiti wall

“Current location would be the best place for the wall. It is a part of history and cannot be moved in my opinion. The new ideas are all small and lack the ability for collaboration.”

Keep current location

“Keep it as it is, it's a historical place.”

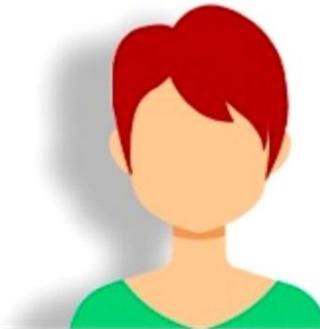
Keep current location

“Preserve the current wall, keep the existing amount of space available and listen to residents/creatives. Please don't marginalise opinions just to be able to provide, yet another, gentrified and clinical block of private flats.”

Keep current location

“Not a big fan but people are touchy about it so may be somewhere away from main buildings.”

Other locations suggested



“Don't agree with it as it does not stop other walls getting graffiti put in south of the borough - where is theirs?”

Do not want graffiti wall

“I agree that we need more social housing but this building is far too tall and will block out so much light and the views from many homes casting us into darkness. Plus these flats will not be affordable to local people, families, key workers etc. Local people will be priced out and the gentrification continues.”

Comments on development

“Next to Wornington Road - nowhere near Trellick or Meanwhile Gardens please.”

Other locations suggested



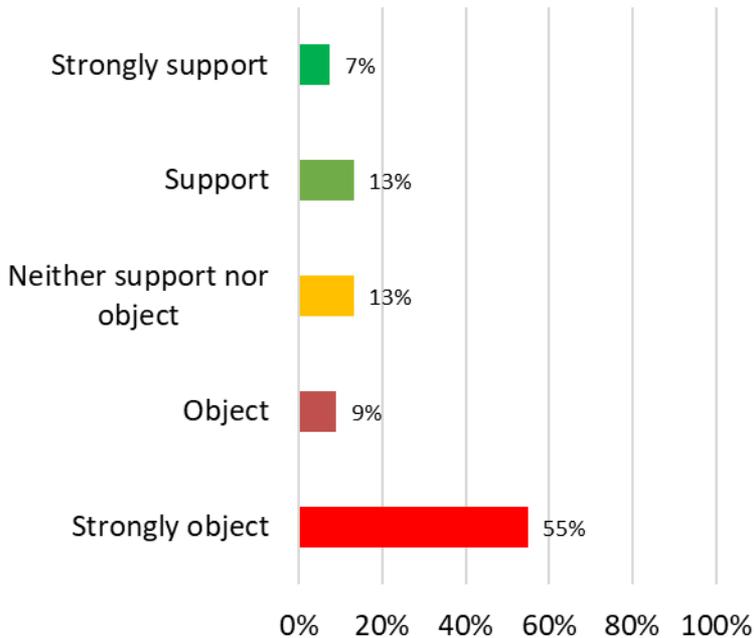
Survey findings: Site layout

Respondents were asked if they support the latest preferred site layout which provides five new blocks around a central open space.

- Nearly two-thirds (64 per cent) of respondents **'objected'** or **'strongly objected'** to the preferred site layout. This includes over half (55 per cent) that **'strongly objected'**.
- A fifth (20 per cent) of respondents **'strongly supported'** or **'supported'** the layout.
- A total of 13 per cent responded neutrally.

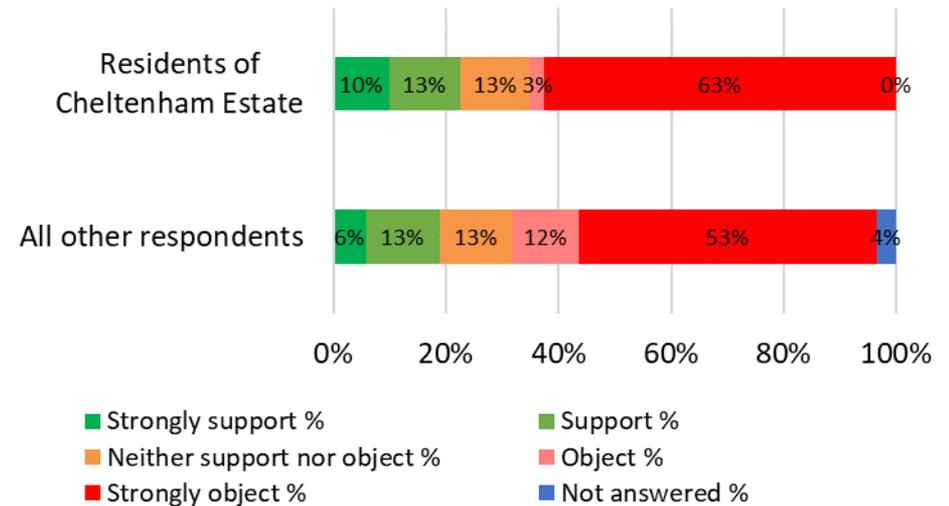
Do you support the latest preferred site layout which provides five new blocks around a central open space?

Overall results



Base: All responses (122)

Comparison between responses from residents of the Cheltenham Estate and all other respondents



Base: All responses (122)



Survey findings: Site layout

Respondents were asked if they had any comments on the site layout. Comments made have been themed and the themes with five or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on themes were in relation to **blocks/scheme too high and/or impact on privacy, light, views of Trellick Tower etc.** (28 comments) and being **against the development** (11 comments).

Theme*	Comments
Blocks/scheme too high and/or impact on privacy, light, views of Trellick Tower etc	28
Against development	11
Prefer low rise/houses	6
Density	5
Public access to open space	5

*Themes shown with five or more mentions



Survey findings: Site layout

“A new high rise will take away from Trellick's charm and I strongly object if it blocks anyone's view. Build homes not blocks.”

Blocks/scheme too high and/or impact on privacy, light, views of Trellick Tower etc.

“Blocks 1 and 3 are too high and will dwarf existing buildings creating dark shaded areas across the site as well as obscuring the views of existing buildings.”

Blocks/scheme too high and/or impact on privacy, light, views of Trellick Tower etc.

“Layout is ok, the heights of the buildings are not.”

Blocks/scheme too high and/or impact on privacy, light, views of Trellick Tower etc.



“No new building development. It will affect the view for current residents of Trellick Tower especially those on lower floors.”

Against development

“There are other areas in the borough to use. You don't have to ruin this area that is so important to us. LISTEN to your residents.”

Against development

“Buildings should be no higher than two storeys, anywhere on the site. The 16 storey block is outrageously high and will block the old people's home view of Trellick Tower and seriously tamper with the heritage and architecture of the building. Turning the backyard into a de facto village goes against Goldfinger's design.”

Prefer low rise/houses



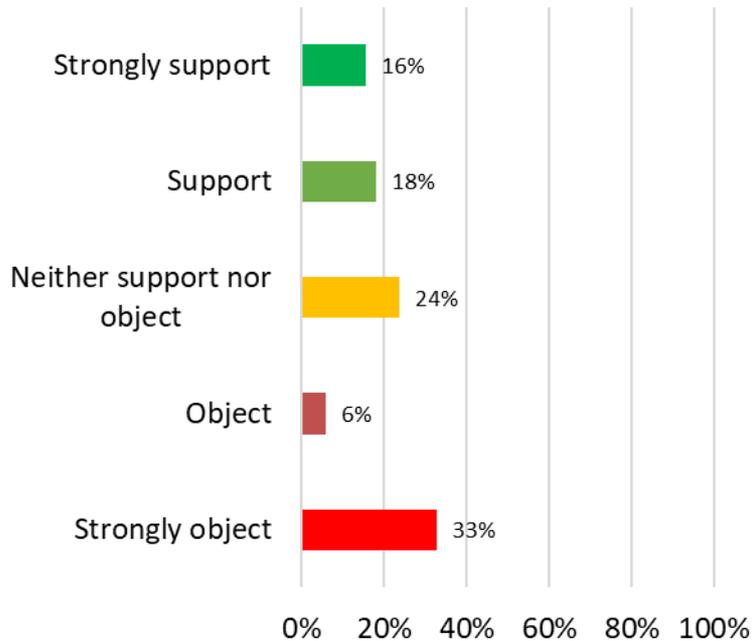
Survey findings: Mews Street

Respondents were asked if they supported the concept of a new safer and more attractive 'Mews Street' in the existing service yard area.

- A total of 39 per cent of respondents **'objected'** or **'strongly objected'** to the Mews Street. This includes a third (33 per cent) that **'strongly objected'**.
- Over a third (34 per cent) of respondents **'strongly supported'** or **'supported'** the Mews Street. This included 16 per cent that **'strongly supported'** this.
- Almost a quarter (24 per cent) responded neutrally.

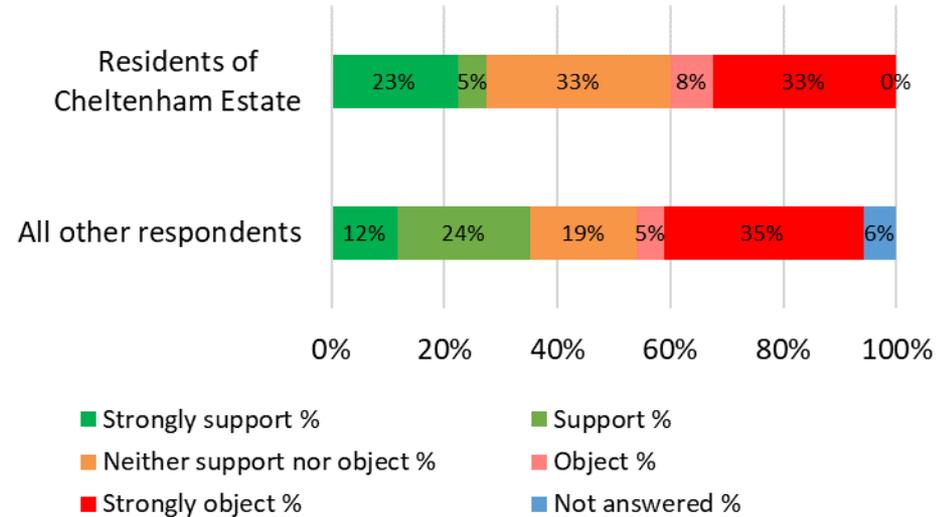
Do you support the concept of a new safer and more attractive 'Mews Street' in the existing service yard area?

Overall results



Base: All responses (122)

Comparison between responses from residents of the Cheltenham Estate and all other respondents



Base: All responses (122)



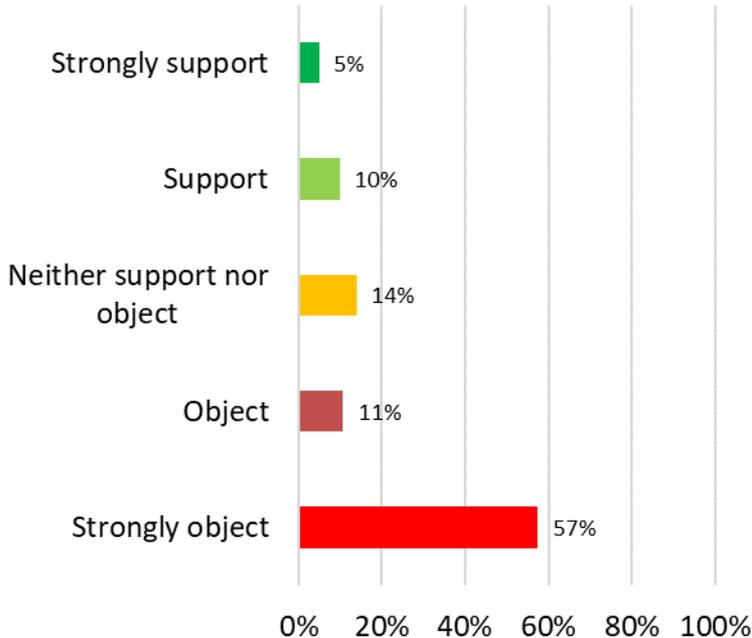
Survey findings: Range of building heights

Respondents were asked if they support building a range of different building heights across the site.

- Over two-thirds (68 per cent) **'objected'** or **'strongly objected'** to building a range of different building heights across the site. This includes over a half (57 per cent) that **'strongly objected'**.
- A total of 15 per cent of respondents **'strongly supported'** or **'supported'** building a range of different building heights across the site.
- A total of 14 per cent responded neutrally.

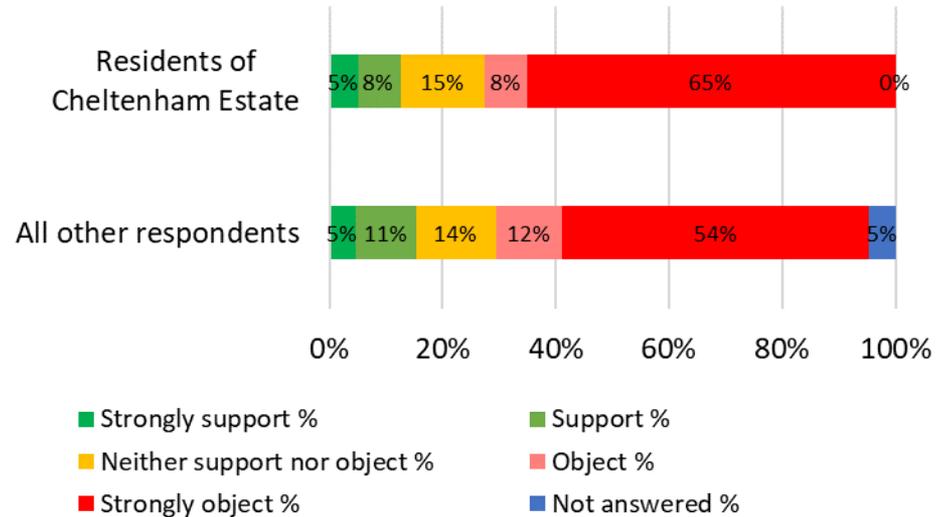
Do you support building a range of different building heights across the site?

Overall results



Base: All responses (122)

Comparison between responses from residents of the Cheltenham Estate and all other respondents



Base: All responses (122)



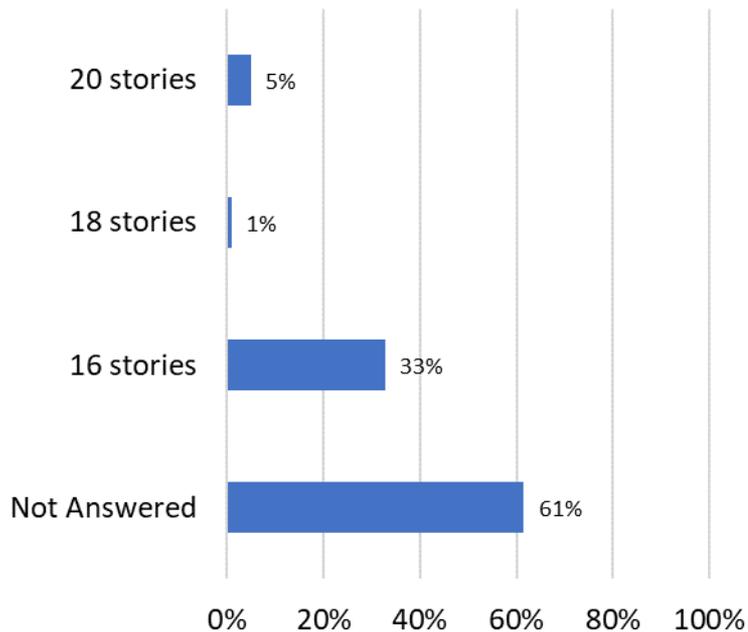
Survey findings: Height of the tallest building

Respondents were asked, from a choice of 20, 18 or 16 stories, which of these was their preferred option .

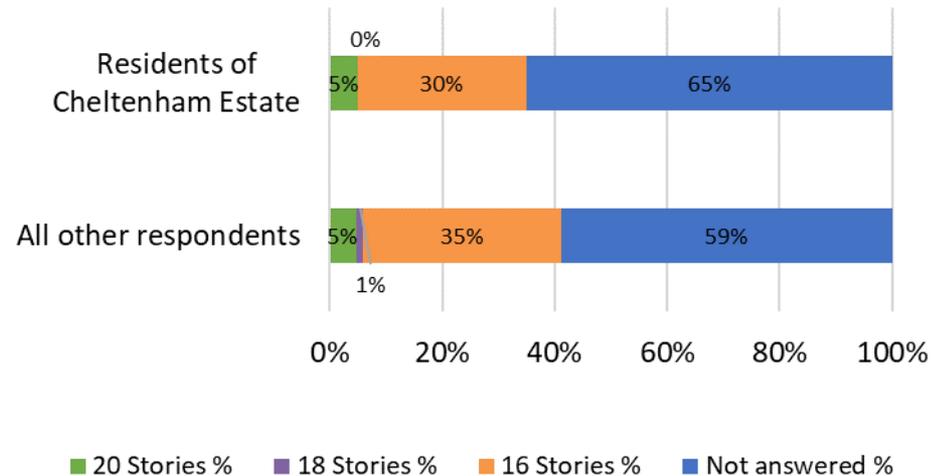
- A third (33 per cent) would prefer to see the tallest building being **'16 stories'**.
- A total of five per cent would like prefer to see **'20 stories'** and one per cent would prefer to see **'18 stories'** as the tallest building on the site.
- However, a total of 62 per cent did not answer this question and many went on to comment on the size of the tallest building (with many wanting to see lower heights). These comments are explored overleaf.

Do you support building a range of different building heights across the site?

Overall results



Comparison between responses from residents of the



Base: All responses (122)

Base: All responses (122)

Survey findings: Height of the buildings

Respondents were asked if they had any additional comments on the height of buildings.

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

The most commented on themes were ***all options too tall and/or impact of size of buildings*** (41 comments) and ***against the development*** (27 comments).

Theme*	Comments
All options too tall and/or impact of size of buildings	41
Against the development	27
Lower height suggested	16
Consultation concerns or suggestions for survey	7

**Themes shown with seven or more mentions*



Survey findings: Height of the buildings

“Absolutely not! No higher than the current six storey block. Absolutely criminal to block the views and daylight to the building and view of the building from all the surrounding areas.”

All options too tall and/or impact of size of buildings

“All of the proposals are totally unsuitable if a building has to be built it should be no higher than the lowest existing building.”

All options too tall and/or impact of size of buildings

“It should be no higher than 8 stories max.”

Lower height suggested



“No building at all!”

Against the development

“No tower should be built within the same site as Trellick. Ridiculous proposal.”

Against the development

“I strongly object to this type of leading question - where is the option to say lower than 16? I strongly object to the building of any development higher than 4-6 storeys as outlined in the planning guidelines for Cheltenham Estate.”

Consultation concerns or suggestions for survey



Survey findings: Other thoughts or comments

Respondents were asked if they had any other thoughts or comments on the evolving preferred scheme. Comments made have been themed and the themes with five or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on themes were in relation to respondents being **against the development** (24 comments) and respondents feeling **buildings were too tall and/or impact of size of buildings** (17 comments).

Theme*	Comments
Against the development	24
Buildings too tall and/or impact of size of buildings	17
Consultation concerns/suggestions	11
Social housing/affordable housing/temporary accommodation residents prioritised	8
Consider alternative site	6
Lower heights suggested	6
Infrastructure concerns	5

*Themes shown with five or more mentions



Survey findings: Other thoughts or comments

“It’s more than evident that the council do not care about their residents in council estates but we urge you to seek compassion and allow the historic area to remain as is.”

Against the development

“We don’t want it. No scheme. Go away.”

Against the development

“I feel there needs to be a serious approach to co-designing the new buildings and green spaces with local residents.”

Consultation concerns/suggestions

“Chose another site... leave Trellick and Meanwhile alone.”

Consider alternative site



“A 16 storey building is far too high and would destroy views of Trellick Tower.”

Buildings too tall and/or impact of size of buildings

“Please consider the infringement on Trellick residents light and views, the listed status of the building and the importance of the views of the building to the local area.”

Buildings too tall and/or impact of size of buildings

“Use it solely for social housing.”

Social housing/affordable housing/temporary accommodation residents prioritised

“I think any high rises are outrageous. I agree the space can be better utilised. But blocks should be 3/4 stories in keeping with the housing on the estate.”

Lower heights suggested



Survey findings: Thoughts on the presentation or site

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

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

The most commented on themes were in relation to being ***against the development/current proposals*** (19 comments) and comments about the ***consultation process or consultation concerns*** (10 comments).

Theme*	Comments
Against the development/current proposals	19
Consultation process/consultation concerns	10
Green spaces	6
Height of the buildings	5
Low rise or lower heights suggested	5
Graffiti wall - keep	4
Materials/design	4



Survey findings: Thoughts on the presentation or site

“Disgusting. What bit of we don’t want it don’t you understand?”

Against the development/current proposals

“The proposed plan is disrespectful to all the current residents. I am not opposed to a make over but not one like this.”

Against the development/current proposals

“Sense of community is essential, consider houses or lower rise buildings, with more green space.”

Green spaces

“It would be a huge shame to destroy the estate which is what these designs propose we are in favour of new housing and understand the need but 16 stories is unacceptable.”

Height of the buildings



“This survey is very manipulative. Manipulating answers to work in your favour and clearly not really listening to residents and local community in the consultations.”

Consultation process/consultation concerns

“The wording of this survey and questions was not democratic for me.”

Consultation process/consultation concerns

“The site should be restored, communal areas enhance and no additional buildings higher than two stories.”

Low rise or lower heights suggested

“Don’t build it, don’t take down the graffiti.”

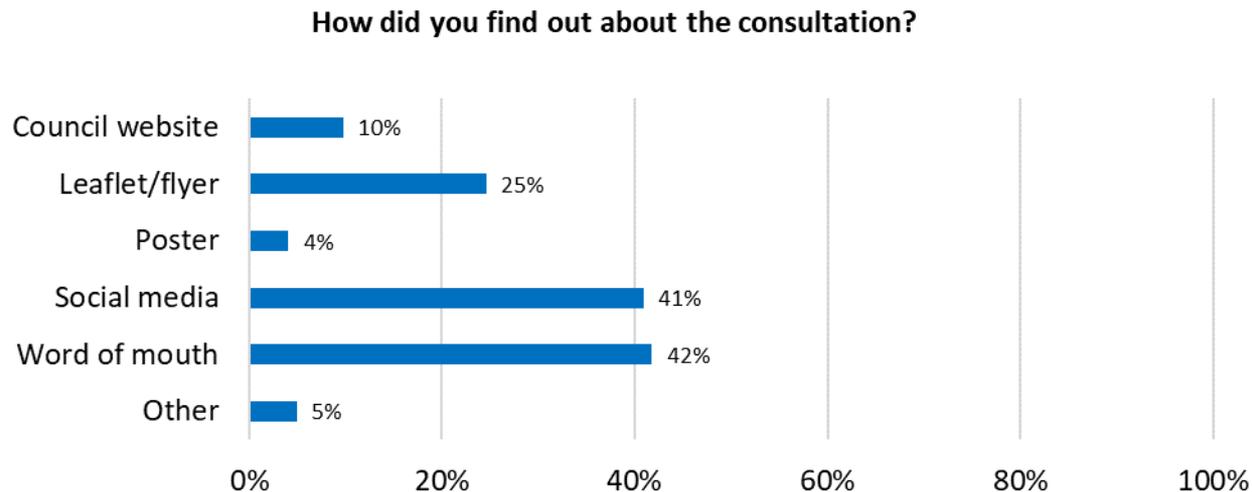
Graffiti wall



Survey findings: Finding out about the consultation

Respondents were asked how they found out about the consultation. Respondents were able to select more than one answer.

- A total of 42 per cent found out via **'word of mouth'**
- A total of 41 per cent found out via **'social media'**.
- A quarter (25 per cent) found out about the consultation from a **'letter/flyer'**.
- Five per cent indicated that they found out via an **'other'** means. This included via local organisations/residents associations (five comments). All comments can be found in appendix two.



Base: All responses (122)

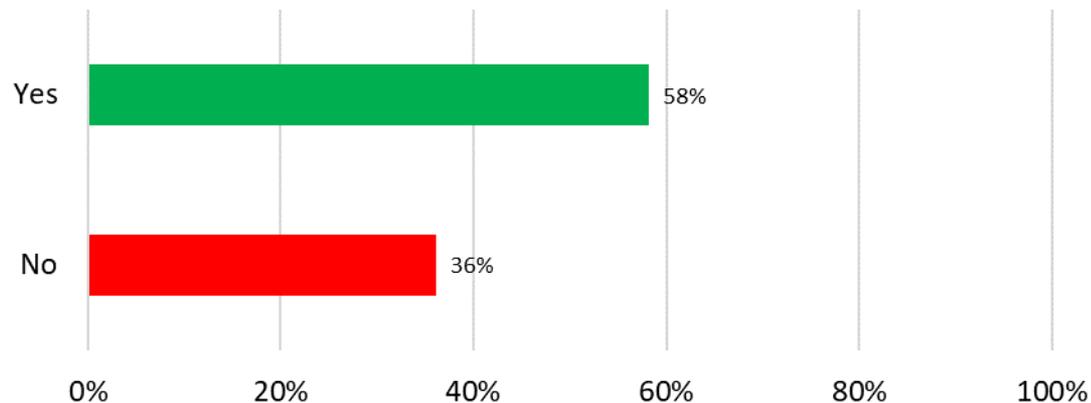


Survey findings: Presentation

Respondents were asked if they felt the presentation (available on the Council's website) informed them how they could provide their thoughts as part of the process.

- Over half (58 per cent) felt the presentation did inform them how they could provide their thoughts and input as part of the process.
- However, over a third (36 per cent) did not agree.

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

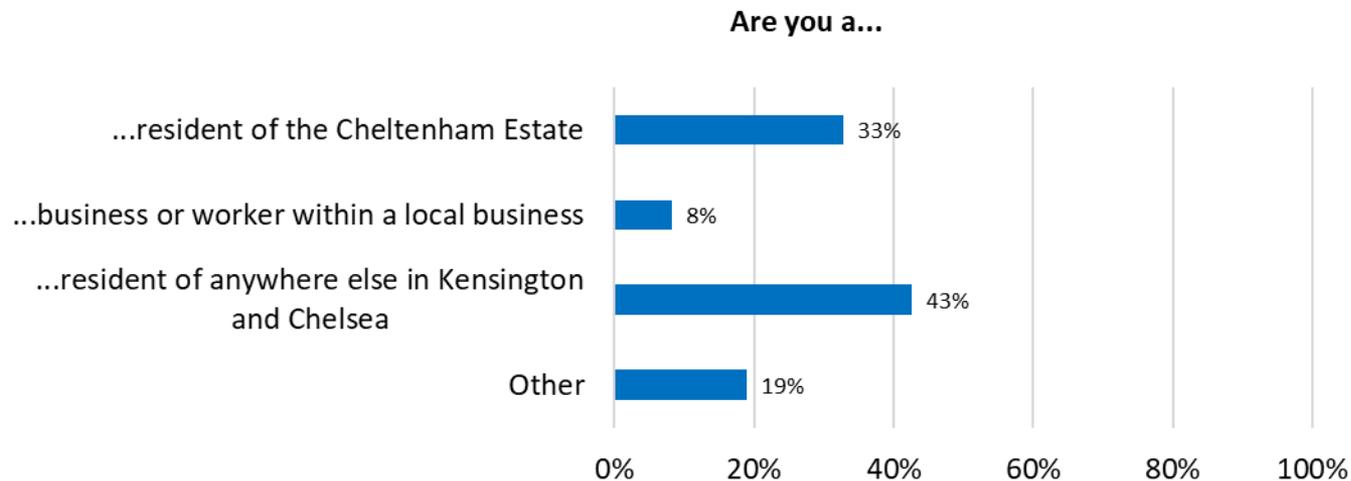


Base: All responses (122)

Survey findings: Profile of respondents

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

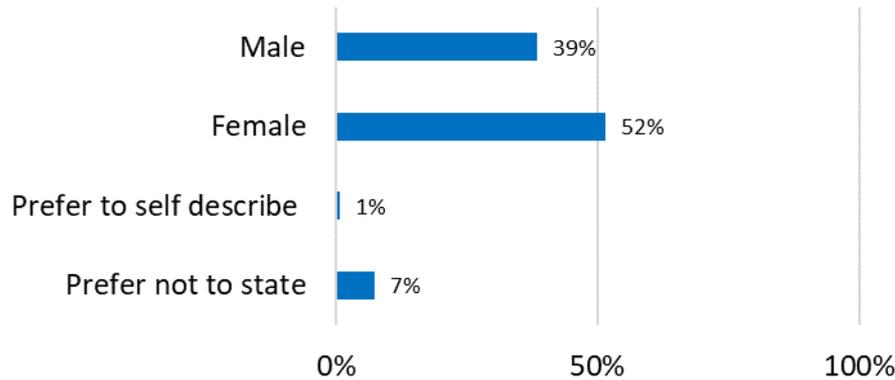
- A third (33 per cent) of respondents indicated that they were a resident of the Cheltenham estate.
- A total of 43 per cent indicated that they were a resident from elsewhere in Kensington and Chelsea.
- Almost a fifth (19 per cent) indicated that they were responding in an 'other' capacity. This included responses from other boroughs (13 respondents). All answers can be seen in appendix two.



Base: All responses (122)

Survey findings: Profile of respondents

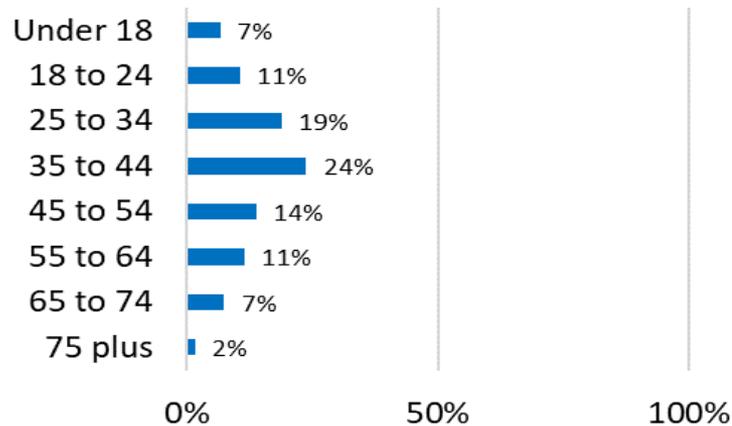
What is your sex?



- Over half (52 per cent) of respondents were female.
- With 39 per cent of respondents being male.
- Almost a quarter (24 per cent) of respondents were aged 35 to 44.

Base: All responses (122)

Which age group do you belong to?

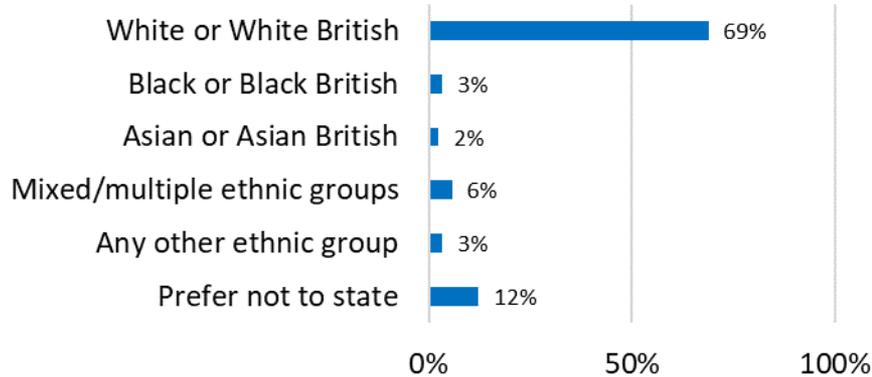


Base: All responses (122)



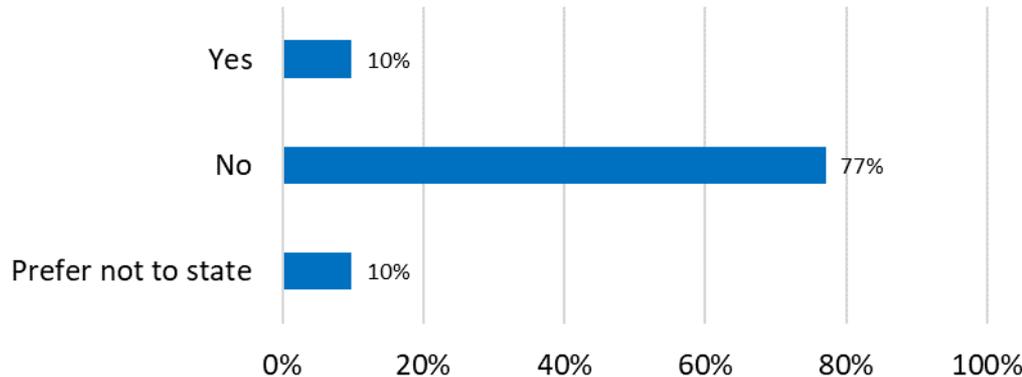
Survey findings: Profile of respondents

How do you describe your ethnic origin?



- Over two-thirds (69 per cent) of respondents indicated that they came from a White or White British background.
- A total of 14 per cent of respondents described their ethnic origin as coming from a Black, Asian or Minority Ethnic background.
- A total of 10 per cent of respondents indicated that they had a long term illness, health problem or disability.

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



Base: All responses (122)



Section 2: Virtual meetings



Virtual meetings

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

Due to the ongoing COVID-19 pandemic, both sessions were held virtually via Zoom and attracted a total of 90 members of the public and stakeholders. The below summarises the feedback from each of these sessions.

Date of meeting: 16 February 2021, 49 attendees.

Summary of feedback/points made

- **Height:** General opposition to a tall building. Lack of evidence for need.
- **Nature of consultation:** During Covid residents can't get together to formulate response. Inaccessible. Questions seem contrived, these are all bad options. Need to provide hard copies and publicise plans to increase reach.
- **Graffiti:** Individuals do not feel listened to. They cannot begin to consider loss of the existing wall or the other options. Option to incorporate in fragmented way was particularly problematic.
- **Ball court north of Trellick:** Concern this is a particularly dangerous junction for traffic, site of many accidents and railings often damaged by vehicles. This location would be unsafe.
- **Over densification:** Pressure on street networks, transport.
- **Quality of life:** For the whole community, should be balanced against need for a few more homes.
- **Elkstone Road:** Is already extremely busy with traffic.
- **Heritage:** Development would be blocking out any views of Trellick.
- **Daylight concerns:** Neighbours in Edenham Way, particularly Block D, concerned over daylight and sunlight. Edenham Gardens, will this receive any light?
- **Principle of development:** Residents asked why not elsewhere.



Virtual meetings

Date of meeting: 20 February 2021, 41 attendees.

Summary of feedback/points made

- **Deviation from Supplementary Planning Document:** Attendees keen to understand why the increase and deviation.
- **Discounted options:** Attendees were keen for these to be shared.
- **Heritage:** Attendees felt the layouts don't respect the heritage of the site.
- **Light concerns:** Attendees would like to see light models and questioned whether social housing tenants and leaseholders have a right to light.
- **Service entrance:** Attendees felt the service entrance on Edenham Way doesn't work.
- **Consultation:** Attendees were keen to see a residents' focus group be set up; how questions raised at the meeting will be responded to and shared; whether individual feedback forms can be shared and whether feedback forms could be changed during the consultation period. Attendees would also like to know how feedback responses would be weighted and if residents say they do not want the development will it be stopped.
- **Right to buy:** Attendees felt this needs addressing.
- **Impact on organisations:** Attendees were keen to understand any impact on Oremi and Al Hasinya at the base of Trellick Tower.
- **Access to information:** Attendees were keen to see Cabinet reports on New Homes approval.
- **Density studies:** Attendees want to know if there have been any and how services would support new housing.
- **Footprint:** Attendees were keen to understand the footprint and square meterage of the favoured option.



Section 3:

Social media comments/feedback



Feedback/comments via Social Media

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

Theme	Comments
The Council does not listen to residents opinions	3
Improvements/repairs needed on Council properties	2
Properties need to be affordable/social housing	2
Parking/infrastructure concerns	2
Playground improvements needed	2
Concerns over location of ballcourt	1
Suggestions for building material	1
Council more concerned with profit	1

