

Statement of Consultation Cocks Crescent SPD

Annex 2

November 2016



THE ROYAL BOROUGH OF
KINGSTON
UPON THAMES

Introduction

This Consultation Statement sets out the approach and results of consultation undertaken by the Royal Borough of Kingston on the Cocks Crescent Supplementary Planning Document (SPD).

The SPD has been prepared to guide the redevelopment of Cocks Crescent with the goal of achieving comprehensive regeneration of the site and delivering maximum community benefit. Cocks Crescent is a key place-making opportunity with the potential to add significantly to the vitality and viability of New Malden District Centre.

The draft SPD has been shaped by significant community input and sets out a shared vision for the future redevelopment of the site. In particular, the New Malden Future Group has played a pivotal role in supporting engagement and helping shape the SPD so that it reflects local aspirations.

This report summarises and sets out the feedback received during the consultation process. These comments helped to shape the amendments made to the final draft of the SPD.

Consultation Process

The SPD is a community-led document. The vision for the Cocks Crescent area has been developed through a comprehensive process of analysis, assessment and engagement. It reflects the priorities set out in the Maldens and Coombe Neighbourhood Community Plan, the Vision for New Malden Town Centre, prepared by the Maldens and Coombe Neighbourhood Committee, and responds to feedback given through direct engagement in relation to the SPD.

The overall engagement process carried out for the SPD is set out below. The process has comprised of three stages of engagement, concluding with formal consultation carried out over Summer 2016:

- Stage 1 (Summer 2015) - High-level Engagement Issues & Aspirations
- Stage 2 (Autumn-Winter 2015) - Detailed Engagement Design Options
- Stage 3 (Summer 2016) - Formal Public Consultation

Stage 1 (Summer 2015) - High-level Engagement Issues & Aspirations

Between 11th July and 22nd August 2015, Stage 1 sought to introduce the draft Cocks Crescent SPD to the local community and to understand their aspirations for the future development of the site.

An important part of this process included the Council's focus on engagement with various 'hard to reach' community groups, such as the significant Korean community that live and work in the local area. To achieve this objective, the Council undertook various bespoke methods of communication, which included working with the Korean Information Centre, ensuring the Korean translation of all consultation material, and distribution to local businesses. The Council also encouraged Korean residents to respond in Korean and had these answers translated once the consultation period was closed.

A consultation booklet and questionnaire was prepared in collaboration with the New Malden Future Group. Approximately 2,000 copies were printed (also available as a Korean translation) whereby 427 copies were distributed to 427 properties in the local area and the remaining copies were available to complete during a four-week exhibition at local venues (New Malden Library, New Malden Methodist Church, the Malden Centre and Waitrose). The questionnaire was also made available for completion through the Council website.

Public stalls were held at the New Malden Craft Fair and the New Malden Farmer's Market in July and August 2015, attended by council officers, members of the New Malden Future Group and Councillors.

A total of 467 responses were received during Stage 1, including 30 from the Korean community, helping to develop the early ideas and aspirations for regeneration of Cocks Crescent. The Cocks Crescent Consultation Report (September 2015) provided a detailed summary of the community's feedback.



Above: Stage 1 Engagement

Stage 2 (Autumn-Winter 2015) - Detailed Engagement Design Options

Council officers, with specialist consultant support from Architecture00, facilitated a design workshop at the Malden Centre on 23 January 2016. Approximately 20 people attended including members of New Malden Future Group, New Malden Residents' Association, Kingston Royals and local residents. The event was structured to test land uses, spatial plans and ideas related to the engagement at Stage 1, with detailed feedback sought about what height and density was appropriate across the site.



Above: Stage 2 Design Workshop

Prior to the workshop, a community site walk was held on 5th December 2015 by council officers and attended by approximately 50 members of the local community and local members. The walk was held as a way to further understand key site issues and to develop relations with the local community.



Above: Stage 2 Community Site Walk

Stage 3 (Summer 2016) - Formal public consultation

The draft SPD was published for formal consultation from **1st July 2016 to 29th August 2016** for a period of eight weeks. During this time the document was available to download (also available as a Korean translation) from the Council's website. All those on the Strategic Planning database, which includes more than 2,000 consultees, were informed of the consultation by letter or email advising on details of the online survey and upcoming events.

The following categories of consultee were consulted (a complete list of consultees can be found in Appendix 1 of this report):

- Statutory consultees
- Business community
- Community support groups
- Disability groups
- Education organisations
- Environment groups
- Ethnic groups
- Health organisations
- Heritage protection groups
- Local residents and interested parties
- Infrastructure providers
- Leisure groups
- Older people groups
- Planning Interest groups, e.g. planning consultants
- Political groups
- Religious groups
- Residents Associations
- Transport organisations
- Utilities organisations
- Voluntary groups
- Young people

Furthermore, flyers were delivered to 3,077 addresses within a 500 metre radius of the Cocks Crescent site, as well as all properties within the District Centre boundary, to inform them about the consultation and to invite them to the consultation drop in sessions (details listed on page 3).

The Council also undertook several other methods of communication in order to ensure that notification of the consultation reached as many people in the borough as possible. Details of these methods are set out below:

- Printed copies (also available as a Korean translation) were made available for public viewing in all seven public libraries, the Council's Information and Advice Centre and at all the drop-in consultation events. More locally in New Malden, copies were also available at local GPs, the Malden Centre and the Kingston Environment Centre.
- Leaflets and posters were distributed across the borough, including churches and local businesses in New Malden, detailing the consultation timings and how to respond.
- A press release was worked up with colleagues in the Comms team and sent to the press and published on the Council's website.
- The Council undertook a comprehensive online communications strategy via several social media outlets.
- Working closely with the 'Visual Impaired Parliament' Group, the Council prepared audio summaries of the document uploaded to CD's in order to maximise consultation accessibility for the visually-impaired.

These methods of communication are summarised in the table below:

Method of Consultation	Cocks Crescent
Consultation Letters	4,433 (date 24 June) <i>(Includes database letters; and letters sent to all addresses within a 500 metres of the site, as well as properties within the District Centre boundary but outside the 500 metre radius).</i>
Consultation Emails	Approx. 900 (date 24 June)
Press Release	Yes (24 June)
Copies sent to libraries across the Borough, as well as local GP's, the Malden Centre and the Kingston Environment Centre.	8 (24 June)
Audio Summary CDs	Yes (10 copies)
Leaflets/Posters	Yes

Formal public consultation events

The council undertook a comprehensive programme of engagement events throughout Summer 2016 - all of which were advertised through distribution of consultation posters across the borough. These events include:

Date	Event	Council Attendees	Estimated number of attendees
Saturday 9th July	New Malden Fortnight - Craft New Malden (9am-5pm)	4 officers	200
Thursday July 21st	Fife Road (4pm-8pm)	3 officers	20-30
Saturday 6th August	New Malden Farmer's Market (10am-1pm)	2 officers	50-80
Thursday 11th August	Kingston Market (12pm-4pm)	4 officers	10
Saturday 13th August	South of Borough - Hook Centre (9am-1pm)	2 officers	3
Saturday 20th August	Surbiton Farmers' Market Maple Road, (9am-1pm)	3 officers	50-80
Tuesday 23rd August	South of Borough - Hook Centre (2pm-6pm)	2 officers	10-20
Thursday 25th August	Kingston Night Market (4pm-8pm)	3 officers	20-30



Above: Stage 3 Formal Public Consultation Events

Additional consultation events and meetings

In addition to the above events, the Council also committed to other face-to-face events and meetings with various stakeholders and community groups throughout this duration. Those concerning Cocks Crescent are listed below:

Date	Event / Meeting	Council Attendees
Monday 11th July	New Malden Baptist Church Lunch Plus meeting	1 officer
Wednesday 13th July	New Malden Future Group with Cllr Cunningham - RBK meeting to discuss initial response to draft SPD	4 officers
Thursday 11th August	New Malden Residents' Association Public Forum	2 officers
Friday 19th August	New Malden Future Group with Cllr Cunningham	4 officers

Online Survey

Through the above methods of consultations, all stakeholders were invited to respond to the Cocks Crescent SPD via an online survey, which was also available as a Korean translation. Survey questions were developed with the Comms Team before being uploaded onto 'Objective' - the online portal. The full list of survey questions are set out in Appendix 2 of this report.

In total, the council received 463 consultation responses. This includes:

- 414 online respondents, the majority of which were from local residents; and
- A further 49 emailed responses received from local residents, resident associations, local businesses and statutory consultees.

The Council's Strategic Business Team have undertaken a comprehensive data analysis and report for all online responses. The key findings of this analysis are set out in Appendix 4 of this report.

Summary of the Main Issues

All of the online and written responses have been read and analysed. Below is a summary of the key themes and concerns that have been raised by those who responded to the consultation. Full comments and responses are set out in a separate table (Annex 3 - Responses to the Cocks Crescent SPD). A quantitative analysis of all online survey results is also available within Appendix 4 of this report.

Overall, both the vision and overarching principles received greater levels support than opposition, as well as the land use strategy, access and movement strategy and public realm strategy. Nevertheless, the levels of concern and opposition are still high across most areas, particularly the 'illustrative masterplan' and 'height and scale strategy' which received greater opposition than support.

The Malden Centre

There was widespread concern regarding the future of the Malden Centre. The current facility, as both a leisure and community centre, is clearly an essential part of life for the local community. Comments focused on the need for more clarity throughout the SPD on the future of the facility, as well as the need to guarantee that the level of leisure and community provision remains at least the level offered in its current form. The swimming pool is a crucial part of the leisure facilities and residents are critical of the lack of detail as to what will be retained.

Whilst some respondents favoured the refurbishment of the existing facility, according to the quantitative analysis, eight in ten respondents see the delivery of a new leisure centre as very important. It was also strongly viewed that whichever option for upgrade is taken forward, that there should be continued provision throughout the construction process.

Scale, density and building height

There was strong concern regarding the scale and density of future development at Cocks Crescent, with views that proposals far exceeded the level of housing that would be appropriate on a site of this size, as well as the implications this would have to building heights which would not be in keeping with the suburban character of the local area. In particular, there were strong objections to the application of the GLA's upper end density allowance of 520 new homes, as well as the top end of the SPD's height guide of 10 storeys.

There was also a general pessimism over the proposal's description as being 'residential-led', as well as mistrust over the levels of developer's profit that would be allowed at the expense of the community.

Infrastructure

The issue of density was also closely linked to concerns of the impact to infrastructure and local services, such as schools and healthcare facilities, as well as traffic congestion and parking (detailed below), all of which are already under significant pressure.

Blagdon Road Open Space

Blagdon Road Open Space featured heavily in responses with many viewing this asset as the heart of the local community and very popular play space for young children. Overall, there was very strong concern over its future given the potential option to reconfigure the space as part of future development. Despite some acceptance amongst respondents that the open space could benefit from investment, the majority were determined to ensure that the current level of open space provision was protected. Some also raised that in the event of open space being lost in its current form as a result of reconfiguration, re-provision must avoid 'subdivided' open spaces and must not be provided as hard surface elsewhere on the site.

This issue was exacerbated by the fact that the SPD's illustrative masterplan on page 24 which depicts a portion of the open space lost to development.

Traffic and parking

Relating to the above issue of density and housing quantum, there was strong concern relating to the impact of development to local traffic congestion and car parking across the local area. Both were widely viewed as being major issues in New Malden and significant contributors to air pollution.

New Malden High Street

There was strong support, albeit on a smaller scale to issues noted above, regarding the protection and enhancement of the High Street. Respondents were sceptical as to how the scheme could contribute to the regeneration and revitalisation of the High Street.

Affordable housing

Whilst there is some recognition of the need for affordable housing, it also carried negative perceptions in terms of anti-social behaviour, therefore greater communication is needed on this area.

Responses received from Statutory consultees and businesses

Key comments received from statutory consultees and businesses are set out below:

Environment Agency

- General support and issues/opportunities provided. Support for objective to “ensure that the redevelopment of the site constitutes sustainable development”.

London Swimming

- Support for development of a community hub and new/refurbished leisure centre.
- Concern over the lack of commitment in the draft document to retaining swimming and its disciplines at the site.
- Need for commitment to support competitive swimming, synchronised swimming and water polo. There is an opportunity to create a modern 8-lane competitive 25m pool and position both the borough and the club as a focus for swimming in South West London.

Highways England

- No particular comments at the present time.

Thames Water

- General comments and advice relating to: Water Supply and Sewerage/Wastewater Infrastructure; SuDS; and Water Conservation.

Historic England

- Comments included suggestion that the SPD could go further in identifying the qualities of the buildings on the High Street that are within the SPD boundary, as well as important architectural elements of the local context.

Cushman & Wakefield (On behalf of Royal Mail Group)

- Comments regarding the protection of existing operations and amenity for Royal Mail.
- The footpath adjacent to the Delivery Office is wholly contained within Royal Mail’s freehold ownership and serves an important operational function. Request to amend its draft SPD to delete all references to the private footpath.

Walsingham Planning (On behalf of Lidl UK GmbH)

- Broad support the wider regeneration proposals and benefits that the SPD seeks to facilitate.
- Specific comments refer to Lidl’s operational amenity during any prolonged periods of construction as well as protection of existing servicing and operational arrangements.

Conclusion

The draft Cocks Crescent SPD has been updated and amended to address the outcomes of the consultation.

Upon adoption the brief will gain SPD status and will become a material consideration in the determination of planning applications which relate to the site and its surrounds.

Amendments include making sections more clear by amending and updating plans (including the extension of the SPD red line boundary to include New Malden House), amending text and updating the planning policy context.

Key changes include:

- Greater emphasis on the civic, community and leisure aspects of the proposals within the the SPD vision and overarching principles;
- The Council's commitment to deliver a new 'community sport and wellbeing hub', including a 25m swimming pool and other community/leisure uses. A new separate section has been included ('The Malden Centre') to focus on this issue;
- The Council's commitment to deliver a new public square;
- Removal of the 'Illustrative Masterplan' and replacement with text describing the key relationships required between land uses as opposed to the spatial distribution of land uses;
- Greater emphasis on the need to respond sensitively to local character and neighbouring properties, as well as the safety of new public realm;
- Greater emphasis on the operational needs of local businesses; and
- Greater emphasis on New Malden High Street as a key place in the SPD area.

A full schedule of the changes made to the development brief as a result of consultation is set out in Appendix 3 of this report.

Appendix 1 - Consultees

Statutory Consultees	
<ul style="list-style-type: none"> ● British Gas ● Coal Authority ● Elmbridge Borough Council ● Environment Agency ● Epsom and Ewell Borough Council ● Historic England ● Highways England ● Homes and Communities Agency ● Kingston Clinical Commissioning Group ● London Borough of Merton ● London Borough of Richmond ● London Borough of Sutton ● London Borough of Wandsworth 	<ul style="list-style-type: none"> ● Mayor of London / Greater London Authority ● Mobile Operators Association ● Mole Valley District Council ● National Grid ● Natural England ● Network Rail ● Powergen ● Scotia Gas Networks ● Surrey County Council ● Thames Water ● The Planning Inspectorate ● Transco ● Transport for London
Businesses	
<ul style="list-style-type: none"> ● Adams and Adams Ltd ● Adrienne Hill Ltd ● AK II Property Investments Limited ● Alderwick James and Co ● Allen Pyke Associates ● Aquilon Global Invest Ltd ● Arrow Plastics Ltd ● Aviva ● Barton Willmore ● Barwell Court Farm Management Co. Ltd ● Bell Cornwell Partnership ● Bentall Centre Management ● Bentalls ● BMR ● Boots ● British Home Stores ● British Land ● Canadian Portland ● Carluccios ● Carter & Carter ● Carter Bells LLP ● CBI (London Region) ● Chelsea Building Society ● Cherwell (3-5 Penrhyn Road) Ltd ● Chris Thomas Ltd. ● Diocesan Board of Finance ● DTA Computer Systems ● Ease & Co ● Edward Jones Ltd ● Egmont UK ● Enstar Capital ● Federation of Small Businesses ● Four Communications Group PLC ● Fusion Arts ● Gerald Cullfiord Ltd ● Goldcrest Land ● Hammersons ● Hermes Hotel 	<ul style="list-style-type: none"> ● Kingston Innovation Centre ● Kingston Jobcentre ● Kingston Market Traders Association ● Kingston Plaza LLP ● Kingston Tour Guides ● Kingstonfirst ● Lakeside Estates Ltd ● LIDL UK ● Lloyds TSB ● London and Provincial Accommodation Limited ● Longford Securities and Equities Limited ● Malden Golf Club ● Marks & Spencer ● McDonalds ● Music Services ● Nova Distribution ● O'Neils (Mitchell and Butlers) ● Oceana ● Old London Road Traders Association ● Osiers Court Properties Ltd ● Palmers Solicitors ● Parrs Boat Hire ● Pearson Maddin Solicitors ● Prim Vintage Fashion ● Radio Jackie ● Riverside Vegetaria Ltd ● Roofwise Ltd ● Royal Mail ● Sainsbury's Supermarkets ● Simone Kay Stained Glass ● SNP Associates ● Spires Sports Ltd ● Spiritbond Kingston Road Ltd ● Spiritbond Student Housing Ltd ● Spuds ● SRIL Penrhyn Road Limited ● The Hippodrome Nightclub ● The Rose Theatre

<ul style="list-style-type: none"> • Howdens Joinery Co. • Insight Services • Jackson-Scott Associates LTD • John Lewis • John Sharkey and Co. • Jones Lang LaSalle • Kidd Adam Ltd • Kingston Informer 	<ul style="list-style-type: none"> • Tony Miller Systems Ltd • TP Bennett Architects • Turk Launches Ltd • University Superannuation Scheme (USS) • Watkins Jones and Son Ltd • West & Partners • Wilkinson Stores
Community Support Groups	
<ul style="list-style-type: none"> • Kingston Citizens Advice • London Forum of Amenity and Civic Societies • Royal British Legion Institute • Kingston Advocacy Group 	<ul style="list-style-type: none"> • Kaleidoscope • Kingston Citizens Advice Bureau • Freepost Equality Advisory Support Service • Kingston Carers Network
Disability Groups	
<ul style="list-style-type: none"> • Anchor Trust • Crescent Resource Centre • Disability Equality Group • HFT • Home Farm Trust • Kingston Association for the Blind • Parkinson's UK 	<ul style="list-style-type: none"> • People with Learning Disabilities Partnership Board • Positive Action for Multiple Sclerosis • R.O.Y.A.D • Scope (N E Surrey) Geneva Road • Talking Newspaper • Team for Disabled Children • The Fircroft Trust
Education	
<ul style="list-style-type: none"> • Alexandra Infant School • Bedelsford School • Buckland Infant and Nursery • Burlington Junior School • Chessington Community College • Christ Church Infants' School • Christ Church Junior School • Christ Church New Malden C of E Primary • Christ Church Primary School • Coombe Boys School • Coombe Girls School • Coombe Hill Infant and Junior School • Corpus Christi Primary School • Dysart School • Ellingham Primary School • Euphrates Education Foundation (Arabic School) • Fern Hill Primary School • Green Lane School • Hindi Bal Bhawan • Holy Cross Preparatory School • King Athelstan Primary School • Kingston College • Kingston Grammar School • Kingston Gurjarati School • Kingston Tamil School • Kingston University • Knollmead Primary School • Latchmere Junior School • Learn English at home • Lovelace Primary School • Malden Manor Primary 	<ul style="list-style-type: none"> • Malden Parochial Primary School • Maple Infants School • Nathaniel Lichfield & Partners • Our Lady Immaculate Primary School • Princes Trust- Merton College • Richard Challoner School • Robin Hood Primary School • Roehampton University • Shrewsbury House School • Southborough School • St Agatha's Catholic Primary School • St Andrews and St Marks C of E Junior School • St Joseph's RC Primary School • St Luke's Primary School • St Philip's School • St. Andrews & St. Marks C of E Junior School • St. Johns C of E Primary School • St. Mary's Primary School • St. Matthew's Primary School • St. Paul's C of E Junior School • St. Paul's C of E Primary School • The Hollyfield School and Centre for Continuing Education • The Holy Cross School • The Mount Primary School • Tiffin Boys School • Tiffin Girls School • Tiffin School • Tolworth Girls School • Tolworth Infants and Nursery School • Tolworth School

Environment	
<ul style="list-style-type: none"> • BRE Group • British Geological Survey • CPRE • CPRE (London) • CPRE (Surrey) • Department for Environment, Food and Rural Affairs • Environment Agency • Greater London Playing Fields Association • Hurley Palmer Flatt • LA21 Forum • London Parks and Gardens Trust • Protect Our Green Spaces 	<ul style="list-style-type: none"> • RenewableUK • River Thames Society • RSPB • Rural Pride Limited • Save the World Club • Surbiton & District Bird Watching Society • Surbiton and District Bird Watching Society • Surrey Wildlife trust • Thames Landscape Strategy • The Royal Parks • The Woodland Trust • Viridor Waste Management Ltd
Ethnic Groups	
<ul style="list-style-type: none"> • Irish Traveller Movement in Britain • Kingston Asian Arts Forum • Kingston Chinese Association • Kingston Muslim Women's Association • Kingston Racial Equality Council • Kingston Ulster Society 	<ul style="list-style-type: none"> • Kingston, Richmond and Surrey African Positive Outlook • London Gypsy and Traveller Unit • Milaap Centre • Refugee action Kingston • Sarvoday Hindu Association • The Gypsy Council
Health	
<ul style="list-style-type: none"> • ACSA (Addiction Support and Care) • Canbury Medical Centre • Health and Safety Executive • HUDU • Kingston & District Welcare Association • Kingston Hospital Trust 	<ul style="list-style-type: none"> • Magic Roundabout • Mental Health Partnership Board • NHS Kingston • NHS London Healthy Urban Development Unit • Public Health Directorate
Heritage	
<ul style="list-style-type: none"> • Conservation Area Advisory Committee • Coombe Wood Conservation Area • Friends of Kingston Museum & Heritage Service • Garden History Society • Historic England • Historic Royal Palaces • Kingston Society 	<ul style="list-style-type: none"> • Kingston Town Neighbourhood CAAC • Kingston upon Thames Archaeological Society • Malden & Coombe CAAC • MLA London • Museum of London Archaeology Department • Surbiton CAAC • Surbiton Conservation Area Advisory Committee
Housing	
<ul style="list-style-type: none"> • A2 Housing Group • Ability Housing Association • Affinity Sutton • Appleby Properties Limited • Bridger Bell • Broomleigh Housing Association • Fairview New Homes Ltd • Family Housing Association • Gleeson • Hanover Housing Assoc. • Hestia Housing (Kingston Womens Centre) • Home Group • Horizon Housing Group • Inquilab Housing Association 	<ul style="list-style-type: none"> • Moat Housing Society • Molior London • New Era Housing Association • North British Housing Association • Paragon Community Housing Group • PML Building Services Limited • Raglan Housing Assoc • Rosemary Simmonds Memorial Housing Assoc. • Shepherds Bush Housing Association • SPH Housing • St George West London • Teachers Housing Association • Terry Hill Design and build • Thames Valley Housing Association

<ul style="list-style-type: none"> • Clerical Medical • Kingston Churches Housing Association • Kingston upon Thames United Charities • Millat Asian Housing Association 	<ul style="list-style-type: none"> • Threshold Housing and Support • Town and Country Housing Group • Wandle Housing Association • YMCA
Individuals	
<ul style="list-style-type: none"> • Approximately 1,350 local residents on the Consultation Database 	
Infrastructure Providers	
<ul style="list-style-type: none"> • EE • EMF Enquires • Environment Agency • London Fire and Emergency Planning Authority • London Fire Brigade 	<ul style="list-style-type: none"> • Metropolitan Police • Metropolitan Police Authority • Thames Water • Three • UK Power Networks
Leisure	
<ul style="list-style-type: none"> • AFC Wimbledon • Campaign for Real Ale • CAMRA - Kingston & Leatherhead Branch • Chessington Young Mums Group • Kingston Arts Council • Kingston Centre for Independent Living • Kingston Debating Society • Kingston Museum • Kingston Theatre • Kingston Tour Guides • Leatherhead Golf Club Ltd • Lexum Leisure (McCluskeys) • Malden Camera Club • Malden Wanderers Cricket Club 	<ul style="list-style-type: none"> • Minima Yacht Club • Natural History Museum • New Malden Tennis, Squash and Badminton Club • Places for People • PRO-ACTIVE South London • River Thames Boat Project • Rotunda • Saheli (Asian Womens Group) • Scout Association • Surbiton Croquet Club • Thames Sailing Club • The Lawn Tennis Association • The Theatres Trust
Older People	
<ul style="list-style-type: none"> • Age UK Richmond upon Thames • Kingston Pensioners Forum 	<ul style="list-style-type: none"> • Older Peoples Partnership Board • Staywell
Planning Interest	
<ul style="list-style-type: none"> • Arnold Gilpin Associates Ltd • Assent Environmental Planning • Austin Mackie Associates Ltd • Barton Willmore • Bell Fischer Landscape Architects • Bonsor Penningtons • Boyer Planning • Boyer Planning London • Broadway Malyan • Canadian and Portland Estates Ltd. • Capitalise Assets LLP • Cattaneo Commercial • CBRE • CgMs Consulting • Chase & Partners • Chessington Nurseries • Cluttons LLP • Coal Pension Properties • Colliers CRE 	<ul style="list-style-type: none"> • Indigo Planning Ltd • Jones Lang LaSalle • Kennet Properties Ltd. • King Sturge LLP • Kingston University Students Union • Knight Frank LLP • Lancashire Digital Technology Centre • Level Ltd • Lidl - Tolworth • Linden Homes South East • London Assembly • Longmoore Regeneration Limited • Malcolm Scott Consultants Ltd • Marcus Beale Architects • Metropolis Planning and Design • Mineral Products Association • Montagu Evans LLP • Morley Fund Management • Nathaniel Lichfield & Partners

<ul style="list-style-type: none"> ● Crest Nicholson ● Cunnane Town Planning LLP ● Cushman and Wakefield ● Dalton Warner Davis LLP ● David Lock Associates Ltd ● Davis Planning ● DE Headquarters ● Defence Estates Property Team ● Deloitte Real Estate ● Deloittes ● Denton Wilde Sapte ● Design Council ● Designature ● Development Planning Partnership ● DevPlan ● dp9 ● DPDS Consulting Group ● Drivas Jonas Deloitte ● DTZ ● Eden Walk Shopping Centre General Partner Limited ● Elborough ● Entec, Environmental and Engineering Consultancy ● ESA Planning Ltd. ● Evans Roden Myzen ● Farrer & Co ● Firstplan ● Fusion Online ● Fusion Online Ltd ● GL Hearn ● Hammerson plc ● Harper Planning ● Heaton Planning Ltd ● Hemingford Properties ● Her Majesty's Court Service ● HTA Design LLP ● Icen Projects Ltd 	<ul style="list-style-type: none"> ● NHP Leisure Development Ltd ● Paul Dickinson and Associates ● PB ● Peacock and Smith Ltd ● PlanInfo ● Planning Mineral Products Association Ltd. ● Planning Potential ● Planware Ltd ● PPML Consulting Ltd ● Premier Inn Tolworth ● Quadrant Town Planning Ltd ● Quod Planning ● Rupleys LLP ● Reside Developments Ltd ● Robin Bretherick Associates ● RPS Planning ● Savills Commercial Ltd ● SLR ● Smith Jenkins ● Spiritbond ● SSA Planning Limited ● St George West London Ltd ● St James Group Ltd ● Tetlow King Planning ● TfL Planning ● The Crown Estate ● The JTS Partnership Ltd ● The Planning Bureau Limited ● The Theatres Trust ● Thomas Eggar LLP ● TPAC Ltd. ● Turley Associates ● Universities Superannuation Scheme Ltd. ● Waind Gohil Architects ● Walker Morris ● Warner Estates ● White and Sons Planning Consultants
Political	
<ul style="list-style-type: none"> ● Kingston and Surbiton Conservatives ● Kingston and Surbiton Constituency Labour Party 	<ul style="list-style-type: none"> ● Kingston Borough Liberal Democrats ● All Councillors at RBK
Religious Groups	
<ul style="list-style-type: none"> ● African Families Support Services ● Ahmadiya Muslim Association Surbiton ● All Saints Church ● Anglican Diocese of Southwark ● Church Commissioners ● Churches Together in Malden ● Everyday Church Kingston ● First Church of Scientist ● Institute of Tamil Culture ● Islamic Resource Centre ● Kingston and Surbiton District Synagogue 	<ul style="list-style-type: none"> ● Kingston Baha'is ● Kingston Chinese Association ● Kingston Liberal Synagogue ● Kingston Muslim Association ● Kingston Quakers ● Kingston, Surbiton and District Synagogue ● New Malden Methodist Church ● St Catherine of Siena RC Church ● Surbiton Community Church ● The Korean Church ● United Reformed Church
Residents Associations	

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| <ul style="list-style-type: none"> ● 1-14 Marlborough Gardens Residents Association ● Agar House Residents Association ● Alexandra Neighbours Association ● Alpha Road Estate Residents Association ● Alpha Road Residents' Association ● Ancaster Crescent Residents' Association ● Ash Tree Close Residents Association ● Avenue Road Residents Association ● Avenue Road Residents Association (ARRA) ● Barnsbury Crescent Residents Association ● Beauclere House Surbiton Management Ltd ● Blenheim Gardens Residents Association ● Blenheim Gardens Residents Association (BGRA) ● BRaG Residents Association ● Brockley Court (Surbiton) Residents Association Ltd ● Brook Road Residents Association ● Cambridge Gardens Residents Association (TA) ● Cambridge Road Community Association ● Cambridge Road Estate Residents Association ● Cambridge Road Estates Community Group ● Canbury Court Residents Association ● CARA ● Chantry Area RA ● Charter Quay Residents Association ● Chessington Court Residents Association ● Chessington District Residents Association ● Chessington Hall Residents Association. ● Chessington R.A ● Claremont House ● Clarence Street/ London House Ltd Residents Association ● Coombe House Estates Residents Association ● Coombe Park Residents Association ● Coombe Ridings Residents Association ● Coombe Roads Association ● Coombe Wood Conservation Area ● Crofts Residents Association ● Cumberland House Residents Association ● Dengrove Residents Association ● Dysart Avenue Residents Association ● Eaton Drive Householders Association ● Elgar Avenue Residents Association ● Ellerton and Bond Road Residents' Association ● Fairfield South (Kingston) Management Company Limited ● Fassett Road Residents Association ● Federation of Kingston Residents ● Federation of RBK Residents Associations ● Gateways Residents Association ● Glenbuck Studios Residents Association ● Gloucester Court Residents Association ● Groves Association ● Hatfield House Residents Association Ltd ● Hawks Road Residents Association ● Herne Road Residents Association ● Hightrees Residents Association ● Hillside Court Residents Association ● Hogsmill Valley Residents Association | <ul style="list-style-type: none"> ● Kingsnympton Park Estate Residents Association ● Kingston Society ● Kingston Vale Residents Association ● Knights Park Residents Association ● Korean Residents' Society ● Lancaster Close Residents Association ● Lower Kings Road Residents ● Maeldune Residents Association ● Malden & Coombe Residents Association ● Malden Manor Residents Association ● Malden Rushett Residents Association ● Maple Road Residents Association ● Marlowe House Residents Association ● McDonald House Residents Association ● Melbourne Court (Surbiton) Residents Association ● Melford Close Residents Association ● Mill Street Residents Association ● Motspur Park Residents Association ● New Malden (Beverley Ward) Resident's Association ● Newborough Green Residents' Association ● Norbiton Village Residents' Association ● North Kingston Forum ● OADRA ● Old Kingston Road Residents Association ● One Norbiton ● Palmerston Court (Surbiton) No 2 Residents Association Limited ● Penners Gardens Residents Association ● Pennington Lodge Residents Association ● Queens Road Residents Association ● Ravensview Court Residents Association ● River Court Residents Association ● Rivermead (Surbiton) Residents Association Ltd ● Riverside Residents Association ● Royal Quarter Residents Association ● SCARA ● Scarriff Court Residents Association ● School Lane Residents Association ● Shane Court Resident Association ● South Hogsmill Valley Residents Association ● Southborough Residents Association ● Southwood Drive Residents' Association ● Spring Grove Residents Association ● St Mathews Residents Association ● Sunray and Egmont Residents Association (SERA) ● Surbiton Central Area Residents Association ● Surbiton Court Residents Association Limited (Flats 1-69) ● Surbiton Road Residents Association ● The Alexandra Neighbours Association ● The Grange Residents Association ● Tithe Barn Close Residents Association ● Tolworth South Residents Association ● Tudor Residents (Kingston) Ltd ● Victoria Avenue Residents Association ● Victoria, Albert & Church Road Residents Association ● Wessex Close Home Owners Association |
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<ul style="list-style-type: none"> • Homington Court Residents Association • Hook Rise South Residents Association • Horsley Square Residents Co Ltd 	<ul style="list-style-type: none"> • Westergate House Residents Association • Windsor Court Residents Association • Wolverton Ave Residents Association
Transport Providers	
<ul style="list-style-type: none"> • Civil Aviation Authority • Department of Transport Rail Group • Freight Transport Association- London and South East Region • Greater London Motorcycle Action Group • H R Richmond Ltd • Kingston Area Travellers Association • Kingston Cycling Campaign • Living Streets • London Buses 	<ul style="list-style-type: none"> • London Cyclists • London General Transport Services Ltd • London United Busway Ltd • Richmond and Kingston Accessible Transport • Road Haulage Association • South London Partnership • South West Trains • Sustrans • Transport for London - London Buses
Utilities Groups	
<ul style="list-style-type: none"> • Health and Safety Executive • London Ambulance Service 	<ul style="list-style-type: none"> • London Fire Brigade • Police and Community Working Group
Voluntary Groups	
<ul style="list-style-type: none"> • Kingston Voluntary Action 	<ul style="list-style-type: none"> • The London Community Foundation
Young People	
<ul style="list-style-type: none"> • Parents Forum 	<ul style="list-style-type: none"> • Youth Advisory Council

Submitted representations

The list below represents the consultees who submitted representations in response to the formal consultation for the Cocks Crescent SPD.

Statutory Consultees

1. Environment Agency
2. London Swimming
3. Highways England
4. Thames Water
5. Historic England
6. Kingston CCG and NHS England

Businesses and Landowners

1. Cushman & Wakefield (On behalf of Royal Mail Group)
2. Walsingham Planning (On behalf of Lidl UK GmbH)

Residential Associations and other groups

1. New Malden Future Group
2. The Kingston upon Thames Society
3. Malden Independent Community Organisation
4. Health and Safety Executive

Local Residents - Emailed representations

In addition to the 414 consultees who responded to the online survey, a further 37 local residents emailed their representations to the local plan inbox.

Appendix 2 – Online Survey

Vision - Do you support this vision for Cocks Crescent?

Vision Comments - Do you have any comments?

Overarching Principles - Do you support the overarching principles for the vision for Cocks Crescent?

Overarching Principles Comments - Do you have any comments?

Masterplan - To what extent do you agree that the illustrative masterplan is consistent with the vision for Cocks Crescent?

Masterplan Comments - Do you have any comments?

Land Use Strategy - To what extent do you agree with the proposed 'Land Use Strategy'?

Land Use Strategy Comments - Do you have any comments?

Access and Movement Strategy - To what extent do you agree with the proposed 'Access and Movement Strategy'?

Access and Movement Strategy Comments - Do you have any comments?

Height and Scale Strategy - To what extent do you agree with the proposed 'Height and Scale Strategy'?

Height and Scale Strategy Comments - Do you have any comments?

Public Realm - To what extent do you agree with the proposed 'Public Realm Strategy'?

Public Realm Comments - Do you have any comments?

Delivery - To what extent do you agree that the Council should maximise the delivery of affordable housing at Cocks Crescent?

Delivery Comments - Do you have any comments?

Delivery of Leisure Centre - How important is the delivery of a new leisure centre at Cocks Crescent?

Delivery of Leisure Centre Comments - Do you have any comments?

Appendix 3 – Amendments to the Cocks Crescent SPD in response to consultation

The table below sets out all amendments to the Cocks Crescent SPD in response to comments from officers and consultation.

Page No.	Paragraph/ Location	Original text	Updated text/ Plan	Reason	Identified by
1	Image	Image of Blagdon Road Open Space	Image of Blagdon Road	Need for greater focus on existing character.	Officers
2	Text & Image		Added Executive Summary and Image	Summarise document for clarity.	Officers
3	Text		Change contents page	Reflects updates in document.	Officers
4	Text	This Draft Supplementary Planning Document (SPD) has been prepared to guide the redevelopment of Cocks Crescent with the goal of achieving comprehensive regeneration of the site and delivering maximum community benefit.	This Supplementary Planning Document (SPD) has been prepared to guide the redevelopment of Cocks Crescent with the goal of achieving comprehensive regeneration of the site and delivering maximum community benefit.	Reflects that the document is for adoption.	Officers
4	Text	Before the Council adopts the SPD it will be subject to formal public consultation. This will run for a period of 8 weeks from 1 July 2016 to 29 August 2016. The feedback received from the consultation will be used to finalise the brief before it is adopted. Upon adoption the brief will gain SPD status and will become a material consideration in the determination of planning applications which relate to the site and its surrounds.	The SPD was subject to a formal public consultation. This will run for a period of 8 weeks from 1 July 2016 to 29 August 2016. The feedback received from the consultation was be used to finalise the brief before it is adopted. Upon adoption the brief will gain SPD status and will become a material consideration in the determination of planning applications which relate to the site and its surrounds.	Reflects that the document is for adoption.	Officers
6	Image	Image of High Street	Image of High Street including Post Office	Changed image to ensure it shows part of High Street in SPD area.	
7, 9, 11, 12, 19, 20, 24, 27, 29, 31	Plans		Extended SPD boundary to include New Malden House.	Reflects change to SPD boundary.	Consultation
8	Land Uses & Ownership; Text	The site includes two buildings which were formerly in community use but are now vacant. The buildings are unfit for their former purposes and do not meet modern requirements.	The site includes two buildings which were formerly in community use. Hobkirk House is currently vacant and the Noble Centre is in the process of being vacated. The buildings have been assessed as 'being unfit for their former purposes and do not meet modern requirements.	Provides further clarity on current arrangement at Hobkirk House and Noble Centre.	Officers & Consultation
8	Land Uses & Ownership; Text		Added: ' <u>New Malden House, 1 Blagdon Road</u> An existing 10 storey vacant office block on a double height podium. Planning permission consented subject to Section	Added description of 1 Blagdon Road to align with extension of SPD area.	Consultation

			106 Agreement for increased in height to 12 storeys, recladding and change of use to provide 93 residential units.'		
9	Plan	'High Street'	Changed to '138-182 High Street'	Aligns with text on page 8.	
10	Access and Movement; Text	Due to the way that the site is bounded permeability of pedestrian movement is limited. Apart from access to the north of the site the only pedestrian links are two informal connections: one from the High Street through the Royal Mail site and one at the south east of the site around the back of Park House and along the southern boundary of the Burlington schools site. Neither of these is a Public Right of Way.	Due to the way that the site is bounded, permeability of pedestrian movement is limited. Apart from access to the north of the site the only pedestrian link is an informal connection at the south east of the site around the back of Park House and along the southern boundary of the Burlington schools site. This is not a Public Right of Way.	Reflects feedback by Royal Mail as to the legal status of their access route to the High Street.	Consultation
10	Access and Movement; Text		Reordered paragraphs; text regarding permeability, pedestrian movement and cycling moved to start of section	Reflect SPD emphasis on sustainable forms of transport.	
11	Access and Movement; Plan		Removed Restricted Pedestrian Access arrow over Royal Mail building	Reflects feedback by Royal Mail as to the legal status of their access route to the High Street.	Consultation
11	Access and Movement; Plan		Added the Go Cycle Route to the plan	Reflects context plan on Access and Movement diagram.	Officers
12	Site Conditions; Text	The site has been developed as a series of discrete development sites which has resulted in a low quality, piecemeal form of development without a cohesive character. The context to the site is provided by New Malden House, a 12 storey office block with consent for a 14 storey residential conversion, by 2 to 4 storey properties on the High Street and by 2 storey terraced residential development which surrounds the majority of the site. This results in a form of development which reduces in height and intensity from the west to the east. 23-37 Blagdon Road is the tallest building on the site at 7 storeys. The housing development completed on the Sun Gate House site has a maximum building height of 5 storeys.	In the past, development has taken place as a series of separate and individual developments which has resulted in a low quality, piecemeal built form without a cohesive character. The context to the site is defined by New Malden House, a 10 storey office block with consent for a 12 storey residential conversion, the 7-storey multi storey car park building and the by 2 to 4 storey properties along the High Street and 2 storey terraced residential development which surrounds the majority of the site. This results in a form of development which reduces in height and intensity from the west to the east. New Malden House is the tallest building on the site and the multi-storey car park at 23-37 Blagdon Road is approximately half the size. The housing development completed on the Sun Gate House site has a maximum building height of 5 storeys.	Text amendments that generally provide further clarity on the site conditions, as well as reflecting the extended SPD boundary.	Consultation
12	Site Conditions; Text		Added Paragraph: 'The public realm in the vicinity of the site is generally in poor condition and does not promote activity.	Greater detail reflecting the character and architectural qualities	Consultation

			While Blagdon Road Open Space is well used, parts of it are uninviting and underperforming as an open space. The design and layout of the space does not promote public surveillance and fails to support perceptions of safety.'	of New Malden High Street.	
13	Site Conditions; Plan	New Malden House: 14 Storeys	New Malden House: 10 Storeys (+2 consented)	Greater clarity as to the different typologies in the SPD area.	Consultation
13	Site Conditions; Plan		Added purple fill to High Street buildings	Greater clarity as to the different typologies in the SPD area.	Officers
14	Planning Policy Context; Text	At the heart of the NPPF is a presumption in favour of sustainable development. Excluding Blagdon Road Open Space the site comprises a previously developed (brownfield) site, in a highly accessible town centre location with potential to accommodate a mix of uses, Cocks Crescent is a major opportunity to deliver sustainable development within the Borough.	At the heart of the NPPF is a presumption in favour of sustainable development. It also attaches great importance to the design of the built environment, where good, high quality, inclusive design is seen as a key aspect of sustainable development, indivisible from good planning, and should contribute positively to making places better for people. It also requires that development responds to local character and history, and reflects the identity of local surroundings and materials. Excluding Blagdon Road Open Space the site comprises a previously developed (brownfield) site, in a highly accessible town centre location with potential to accommodate a mix of uses. Therefore, Cocks Crescent is a major opportunity to deliver sustainable development within the Borough. The policies in the Council's adopted Core Strategy align with the core land-use planning principles of the NPPF.	Greater clarification as to the relevance of the NPPF and its requirements in regards good design and response to local character (Chapter 7 of the NPPF).	Consultation & Officers
15	Planning Policy Context; Text	Policy CS10 directs that new housing should be delivered in the most sustainable locations and with the associated infrastructure necessary to support it. New Malden District Centre is stated as a preferred location for new housing. Policy DM15 identifies the delivery of affordable housing as a key priority and states that the Council will seek to maximise its provision. Policy CS12 seeks to enhance the vitality and viability of New Malden so that it remains a focus for	The main policy guiding development and change in New Malden is Policy MC1 Maldens and Coombe Neighbourhood. This seeks to deliver the following vision: "New Malden District Centre will be a thriving and attractive shopping destination with a good range of walk-to retail provision to meet the needs of the diverse local community. Redevelopment at Cocks Crescent and around New Malden train station will enhance the vitality of the District Centre." Policy MC1 (part c) requires that Blagdon Road Open Space	Re-ordered text in order to show clearer hierarchy of importance of policy in relation to New Malden.	Consultation/ Officers

		<p>“walk to” services, shopping and other town centre uses, e.g. business and employment, culture, community uses, entertainment, farmers and street markets, policing, leisure and housing (including affordable housing), and continues to provide employment opportunities.</p> <p>The main policy guiding development and change in New Malden is Policy MC1 Maldens and Coombe Neighbourhood. This seeks to deliver the following vision:</p> <p>“New Malden District Centre will be a thriving and attractive shopping destination with a good range of walk-to retail provision to meet the needs of the diverse local community. Redevelopment at Cocks Crescent and around New Malden train station will enhance the vitality of the District Centre.”</p> <p>Policy MC1 (part e) sets out that the Council will ‘reinforce the character and identity of Maldens and Coombe and enhance its attractiveness as a place to live, work and enjoy by promoting and managing development opportunities, particularly in the Cocks Crescent area of New Malden District Centre’. Part h of Policy MC1 states that Cocks Crescent has potential for a comprehensive mixed use redevelopment, including leisure and community uses, to enhance the vitality and viability of the District Centre.</p>	<p>is maintained and improved in order to help meet deficiencies identified in open space provision.</p> <p>Policy MC1 (part d) states that the Council will ensure better management of car parking supply in New Malden District Centre especially at Blagdon Road Multi-Storey Car Park. Policy MC1 (part e) sets out that the Council will ‘reinforce the character and identity of Maldens and Coombe and enhance its attractiveness as a place to live, work and enjoy by promoting and managing development opportunities, particularly in the Cocks Crescent area of New Malden District Centre’.</p> <p>Part h of Policy MC1 states that Cocks Crescent has potential for a comprehensive mixed use redevelopment, including leisure and community uses, to enhance the vitality and viability of the District Centre.</p> <p>With the exception of Hobkirk House and Noble Centre, all of the site falls within New Malden District Centre. Blagdon Road Open Space is designated as a Local Open Space. The properties which front the High Street are designated as a shopping frontage.</p> <p>Policy CS12 seeks to enhance the vitality and viability of New Malden so that it remains a focus for “walk-to” services, shopping and other town centre uses, e.g. business and employment, culture, community uses, entertainment, farmers and street markets, policing, leisure and housing (including affordable housing), and continues to provide employment opportunities.</p> <p>Policy CS10 directs that new housing should be delivered in the most sustainable locations and with the associated infrastructure necessary to support it. New Malden District Centre is stated as a preferred location for new housing. Policy DM15 identifies the delivery of affordable housing as a key priority and states that the Council will seek to maximise its provision.</p>		
18	Title	‘Key outcomes’	Changed to; ‘Engagement Outcomes’	More accurately reflects information on page.	Officers
18	Text	‘Not cost to RBK’	Amended; ‘no cost to the Council’	Consistency.	Officers

19	Constraints; Plan		Plan amended to include servicing area on the eastern elevation of Blagdon Road multi-storey car park.	Accurately reflects Lidl's servicing arrangement.	Consultation
20	Opportunities Plan		Key amended to include words: Potential location for Public Square.	Consistent description of new square.	Officers
20	Opportunities Plan	Extend Active Frontage	Extend Active Ground Floor Frontage.	Amended for clarity.	Officers
21	SWOT Analysis; Text		Added Strength: 'A parade of characterful and attractive buildings front New Malden High Street within the SPD area.'	Added reference to the heritage value and character of the High Street buildings within the SPD area.	Consultation
21	SWOT Analysis; Text	Malden Centre generates significant footfall and is a key town centre attractor.	Updated Strength: 'Malden Centre generates significant footfall and, as a popular local facility, is a key town centre attractor.'	Added reference to the popularity of the Malden Centre.	Consultation
21	SWOT Analysis; Text	Contains a substantial amount of open space.	Updated Strength: 'Contains a substantial amount of open space, which is significantly important to the local community, particularly for children's play.'	Added reference to the importance of Blagdon Road Open Space to the local community.	Consultation
21	SWOT Analysis; Text	'Most buildings are visually poor, physically deteriorating and not fit for purpose'	'Most buildings within the SPD area are visually poor, physically deteriorating or not fit for purpose'	Amended for clarity.	Officers
21	SWOT Analysis; Text	'Main pedestrian accesses are informal with no effective Right of Way.'	Pedestrian only accesses have no effective Right of Way.'	Amended for clarity.	Consultation
21	SWOT Analysis; Text	'Delivery of a new public square or activity node within Cocks Crescent creating a new heart for the district centre'	'Delivery of a new public square or focus of activity within Cocks Crescent creating a new heart for the district centre.'	Amended for clarity.	Consultation
21	SWOT Analysis; Text	'Development must be carefully designed so that 23-37 Blagdon Road and High Street properties can continue to be serviced.'	Development must be carefully designed and constructed so that 23-37 Blagdon Road and High Street properties can continue to be serviced.'	Amended for clarity.	Officers
21	SWOT Analysis; Text		Added Threat: 'Growth of retail development elsewhere in the Borough will potentially impact the vitality and viability of New Malden High Street.'	Added threat to reflect the potential threat to the future viability/vitality of the High Street.	Consultation
21	SWOT Analysis; Text	Site has potential to become a new community hub for New Malden;	Create a new community sport and wellbeing hub for New Malden;	Aligned with adopted Indoor Sport and Leisure Strategy.	Officers
21	SWOT Analysis; Text	'The development of the site will help strengthen and reinforce the vitality and viability of the District Centre'	'The development of the site should help strengthen and reinforce the vitality and viability of the District Centre'	Amended for clarity/grammar.	Officers
21	SWOT Analysis; Text	'Increase number of linked trips for District Centre visitors by expanding diversity of uses'	'Increase number of linked trips for District Centre visitors by expanding diversity of uses;'	Amended for clarity/grammar.	Officers
22	Vision; Text	Cocks Crescent will be transformed into the new heart of New Malden District Centre. The site will be comprehensively redeveloped in a way which	Cocks Crescent will be transformed into the new heart of New Malden District Centre. The site will be comprehensively redeveloped in a way that responds to the	Amended to reflect consultation feedback regarding the need for greater emphasis on leisure/community aspirations, local	Consultation

		<p>responds to the aspirations of the local community and the needs of the wider Borough. A vibrant residential-led mixed use development will create a new cohesive character for Cocks Crescent and will make a substantial contribution to the vitality and viability of New Malden District Centre.</p> <p>Redevelopment will deliver high-quality new and affordable homes with exceptional sustainability features and will be supported by upgraded community provision, as well as improvements to the public realm and Blagdon Road Open Space. Enhanced pedestrian connections will reconnect the site to its surroundings. Walking and cycling will be the transport mode of choice for new residents who will be able to take advantage of Kingston's Go Cycling Programme.</p>	<p>aspirations of the local community and the needs of the wider Borough. A vibrant, mixed use development will create a new cohesive character for Cocks Crescent and will make a substantial contribution to the vitality, viability and attractiveness of New Malden District Centre and the High Street.</p> <p>A new civic focus will be created at the heart of the development through a new community sport and wellbeing hub and public square.</p> <p>Redevelopment will deliver high-quality new and affordable homes that embody exceptional sustainability features and respond appropriately to the character of the area. Development will support improvements to the public realm and Blagdon Road Open Space, as well as enhancing pedestrian connections that reconnect the site to its surroundings. Walking and cycling will be the transport modes of choice for new residents who will be able to take advantage of Kingston's Go Cycling Programme.</p>	<p>character and New Malden High Street.</p>	
22	Vision; Text	'Set-out the long term vision for Cocks Crescent'	'Set out and secure the long-term vision for Cocks Crescent'	Strengthen wording	Officers
23	Overarching Principles; Text	Proposals for the whole or partial redevelopment...	Proposals for redevelopment of the site...	Amended text to emphasise the importance of comprehensive development.	Consultation
23	Overarching Principles; Text	Employ a design-led approach that delivers a strong sense of place	A high-quality design that delivers a strong sense of place, promotes safety and responds sensitively to the character of the local area.	Amended principle for greater clarity/ detail in response to consultation comments - specifically, reference promoting safety and responding to local character.	Consultation & Officers
23	Overarching Principles; Text	Develop a new civic focus for New Malden with a range of uses that cater for the needs of the community	A new civic focus for New Malden in the form of a new community sport and wellbeing hub (including a 25m swimming pool) and public square.	Amended principle for greater clarity/ detail in response to consultation comments - specifically, reference to community/leisure facilities.	Consultation & Officers
23	Overarching Principles; Text	Deliver a mix of uses that strengthens the role of New Malden District Centre and enhances its vitality and viability	A mix of uses that strengthens the role of New Malden District Centre and enhances its vitality, viability and attractiveness.	Amended principle for greater clarity/ detail in response to consultation comments.	Consultation & Officers
23	Overarching Principles; Text	Development should optimise economic and housing growth.	Development that optimises population and economic	Amended principle for greater clarity/ detail in response to	Consultation & Officers

			growth to meet the needs of a growing population.	consultation comments.	
23	Overarching Principles; Text	Development must take account of existing and planned infrastructure and contribute appropriately to local requirements where required.	Development that takes account of existing and planned infrastructure and contributes appropriately to local requirements where required, such as schools and healthcare.	Amended principle for greater clarity/ detail in response to consultation comments - specifically, reference to schools and healthcare.	Consultation & Officers
23	Overarching Principles; Text	'A large mixed-use development with a public square and a community hub including leisure, library and health facilities'	'A £225m mixed-use development with a public square and a community hub including leisure, library and health facilities'	Added cost of total scheme	Consultation & Officers
23	Overarching Principles; Image & Text		Removed Heston example	Elements of the scheme are not relevant	Officers
24	Illustrative Masterplan;		Removed plan & text	Too prescriptive in terms of spatial arrangement and density.	Consultation/ Officers
25	Land Use Strategy; Text	The Council seeks to transform Cocks Crescent into a new community hub. This requires enhancing leisure and community provision on the site. This could potentially involve the re-provision of the Malden Centre as part of a new integrated community hub facility.	A new civic focus will be created at the heart of the development through enhanced leisure facilities, a community sport and wellbeing hub and a new town square. This requires enhancing the existing leisure and community provision on the site, which is further explained on the following page. There are a number of possible locations within the site which could accommodate a new community sport and wellbeing hub.	Text amendment to indicated new section on the Malden Centre of the following page.	Officers
25	Land Use Strategy; Text	The reconfigured open space would be of a higher quality than the existing open space provision.	The reconfigured open space would be of a higher quality than the existing open space provision, creating a safer and more user-friendly environment.	Emphasises safety and user-friendly environment of new open space provision.	Consultation
25	Land Use Strategy; Text	The site includes a key frontage onto New Malden High Street. In the event that these properties come forward for redevelopment, the Council will require that an active frontage is retained.	The site includes key frontage onto New Malden High Street, which will be retained as part of any proposed development on the site.	Text amended to reduce the suggestion that the High Street buildings will be redeveloped.	Consultation
25	Land Use Strategy; Text		Added Paragraph: 'Where new development impacts existing uses, adequate mitigation measures will be designed into the new development.'	Response to issues regarding service access from existing businesses.	Consultation
25	Land Use Strategy; Text		Added section; 'Future Developments'	Clarify the SPD's position in regard to future planning applications not on the Council's land	
25	Land Use Strategy; Text & Diagram		Added section 'Relationship Between Uses'	Replaced illustrative masterplan with set of principles spatial arrangement must follow	Officers
26	The Malden Centre; Text		Added text describing Malden Centre and future leisure provision on the site	Added section focusing specifically on the Malden Centre in order to provide	Consultation; Officers and 'Indoor Sports

				further clarity on its existing popularity, the Council's aspirations for its future, and the types of new leisure and community facilities envisaged as part of any upgrade, including a 25 metre swimming pool, indoor sports facilities and other community uses.	Facilities Strategy'
	Access and Movement Strategy		Re-ordered section. Placed permeability above Access/Egress	To discuss pedestrian priority ahead of vehicular arrangements	Officers
27	Access and Movement Strategy; Plan		Changed arrow over Post Office to illustrate an opportunity to 'create' pedestrian link.	Response to Royal Mail comment regarding the legal status of the access to the High Street.	Consultation & Officers
28	Access and Movement Strategy; Text	At present the only formal pedestrian access to the site is from Blagdon Road. There is no formal access from the east, south or west due to the layout of surrounding development. Two informal links provide pedestrian access to the site but these are both via private land. The Council will work with the relevant landowners to improve these links and where possible formalise them.	Currently, the only formal pedestrian access to the site is from Blagdon Road where there is good permeability into the site. However, there is no formal access from the east, south or west due to the layout of surrounding development. There is an informal link providing pedestrian access to the site from Burlington Road but this is via private land. The Council will work with the relevant landowners to enhance and upgrade links to ensure safe and user-friendly access.	Response to Royal Mail comment regarding the legal status of the access to the High Street and to provide greater clarity on the present arrangement.	Consultation
28	Access and Movement Strategy; Text	As part of the redevelopment of Cocks Crescent there are opportunities to take a strategic approach to car parking uses	The redevelopment of the site must be delivered in a way which does not compromise the servicing and access needs of existing uses.	Response to concerns expressed by Lidl in regards to operational requirements.	Consultation
28	Access and Movement Strategy; Text	The Council's starting point is that new uses and development should provide car parking in line with the parking standards in the London Plan. A departure from the London Plan will only be considered acceptable where this can be robustly justified.	Any development should provide car parking in line the London Plan standards. A departure from the London Plan will only be considered acceptable where this can be robustly justified.	Response to consultation comment.	Consultation
29	Height and Scale Strategy; Text	Height, scale and massing plays a key role in the hierarchy of space, legibility, wayfinding and contextual development. This plan sets out opportunities for height within the site having regard to the surrounding context. It should be noted that building heights are indicative. The height guide considers the need to create	This plan sets out opportunities for height within the site having regard to the surrounding context. It should be noted that building heights are indicative. The height guide is based on the aim to create a varied interesting townscape and to support relevant land uses and spaces. Planning applications will be assessed on their own merits in	Removed jargon; Provided a more concise reasoning behind the strategy and more emphasis on townscape.	Consultation & Officers

		landmarks to aid wayfinding and to support relevant land uses and spaces. Planning applications will be assessed on their own merits in accordance with the following principles:	accordance with the following principles: The height and scale of new buildings should respond to, and respect, neighbouring buildings and the character of the local area.		
29	Height and Scale Strategy; Text	The height and scale of new buildings should respond to, and respect, neighbouring buildings.	The height and scale of new buildings should respond to, and respect, neighbouring buildings and the character of the local area.	Amended principle to further emphasise the need to respond to, and respect local character.	Consultation
29	Height and Scale Strategy; Text		Added: 'Improve the perception of space and people's willingness to use places'	Response to concern raised regarding usability of the space.	Consultation
30	Urban Design Strategy; Text	Public Realm Strategy	Change title to 'Urban Design Strategy'	The strategy takes into account issues beyond public realm issues.	Officers
30	Urban Design Strategy; Text		Added text: 'It is considered a key urban design principle that the development is defined by a network of streets.'	Need for a strong governing design principle.	Officers
30	Urban Design Strategy; Plan	Semi-private, transitional space	Semi-private, buffer plantings	Greater clarity and less jargon	Consultation & Officers
30	Urban Design Strategy; Plan	Soft facades that respond to the public realm	Balanced & muted facades that respond to the public realm	Greater clarity and less jargon	Consultation & Officers
31	Urban Design Strategy; Text	The Council seeks to achieve a net increase in public open space across the site.	There will be no net reduction in public open space and the Council seeks to achieve a net increase.	Consistency across the SPD	Consultation
31	Urban Design Strategy; Text	Safe & pleasant – public realm is overlooked, visible and accessible;	Safe & pleasant – public realm is overlooked, visible, accessible and not subject to wind disturbance	Issues around wind disturbance are mentioned by more than one consultee	Consultation
31	Urban Design Strategy; Text	The Council has identified a key opportunity to deliver a new public square within the site that flexibly caters for local needs such as the farmers' market'.	Amended: The Council has committed to deliver a new public square within the site that flexibly caters for local needs. These include: the New Malden Farmers' Market; the New Malden Fortnight; and other similar community events. This square will be designed to the highest quality through hard and soft landscaping, creating a place that is lively, accessible and safe to use. The illustrative diagram requires the public square to demonstrate a strong relationship the the new Community Sports and Well-Being Hub, the High Street and Blagdon Road Open Space.	Sets out more detailed requirements of public square	Officers
32	Urban Design Strategy; Diagram	Removed diagram to show relationship between community hub and public open space		Issues addressed in Land use strategy	Officers
34	Delivery; text	There was significant support for the delivery of a new community hub at Cocks Crescent incorporating a replacement leisure centre and there was also support for the	here was significant support for the delivery of a new community sport and wellbeing hub at Cocks Crescent incorporating a replacement leisure centre and there was also support for the	Aligned with adopted Indoor Sport and Leisure strategy	Officers

		refurbishment of the existing Malden Centre.	refurbishment of the existing Malden Centre.		
34	Delivery; Text		Added text: 'However, this option would involve various constraints, including potential limitations on the extent of improvements and diminished operating efficiency'.	Response to consultation to provide more clarity over leisure centre/ community hub delivery options.	Consultation
34	Delivery; text	There was significant support for the delivery of a new community hub at Cocks Crescent incorporating a replacement leisure centre and there was also support for the refurbishment of the existing Malden Centre.	There was significant support for the delivery of a new community sport and wellbeing hub at Cocks Crescent incorporating a replacement leisure centre and there was also support for the refurbishment of the existing Malden Centre.	Aligned with adopted Indoor Sport and Leisure strategy	Officers
35	Appendix 1 Energy, Sustainability & Water; Text		<p><u>Water Supply, Wastewater & Sewerage Infrastructure</u></p> <p>Developers will be required to demonstrate that there is adequate water supply, waste water capacity and surface water drainage both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water and/or wastewater infrastructure.</p> <p>Drainage on the site must maintain separation of foul and surface flows.</p> <p>Where there is an infrastructure capacity constraint the Council will require the developer to set out what appropriate improvements are required and how they will be delivered.</p>	Response to consultation to provide more clarity over issues of water supply, wastewater and sewerage infrastructure.	Consultation

Appendix 4 – Quantitative Analysis of Survey Results

The Council's Strategic Business Team carried out a comprehensive data analysis for all responses received via the online portal. Note that this considers the online survey responses only, accounting for 414 of all 463 responses received.

The key findings of this analysis are set out below.

Executive Summary/Observations

This report is an analysis of the consultation for the Draft Cocks Crescent SPD. There were 414 responses to the survey, submitted via an online survey.

Most of the respondents can be categorised as White British and middle to old age. Some care needs to be taken in the interpretation of results as the survey is over-represented of these groups compared with the borough profile.

Both the vision and overarching principles received greater levels support than opposition, but the level of opposition is nonetheless significant and often close to the level of agreement. This is also the case for the land use strategy and public realm strategy. Across other questions, opposition outweighs support. This includes the 'masterplan', 'height and scale strategy' and 'delivery of affordable housing'. In short, the development's proposed strategies very much divide opinion and whichever decisions are made on design (and importantly how these are communicated) in the next steps will need to give careful consideration to resident feedback.

The survey contains a number of open questions that provide a major source of feedback; for the most part each question has received answers from at least half of respondents, which is high. Within the confines of time, a portion of responses to each question have been analysed.

What can principally be taken from across the responses is very strong support for the Malden Centre, community and leisure facilities - eight in ten respondents see the delivery of a new leisure centre as very important. The community centre is seen as an essential part of life. There are numerous testimonies concerning perceived health, social and well-being benefits to people of the area. The swimming pool is a crucial part of the leisure facilities and residents are critical of the lack of detail as to what will be retained. People do not want to see a net loss of facilities. Future plans must address this. This also presents a major opportunity to improve on what is currently there.

Concerns regarding infrastructure are also very prevalent. Public services (such as education and health) are perceived as under pressure already. Congestion and local parking are significant problems that people want to see addressed before development exacerbates the situation.

The scale of development, particularly the upper limits of house numbers, and its height are also mentioned as cause for concern. New buildings need to be seen as more sympathetic and in keeping with the area, and not to overshadow them. This also relates to the above concerns regarding the impact on infrastructure and local amenities, and below regarding open space.

Open space is seen as an important part of the development – in particular the need to retain green space and features that are linked with the document's references to health and wellbeing.

Whilst there is some recognition of the need for affordable housing, it also carried some negative perception for of poverty and anti-social behaviour, and so greater communication is needed on this area.

There are also references to a perceived vagueness and lack of detail in the SPD and overuse of jargon. It may be that the document is by nature intended as high-level, with greater detail to follow at later planning stages but nonetheless residents want greater clarity and greater certainty even at this stage.

Profile of respondents

The survey asked a number of standard demographic questions. This is for equalities monitoring and to check how representative the respondent profile is when compared with that of the borough as a whole. Due to the small number of respondents to the survey and the short reporting time-frame analysis by sub-group is not really feasible.

The profile of respondents is shown in the table below, compared with the borough profile:

Table: Profile of survey respondents and borough

	Survey (%)	Borough profile (%)
Gender:		
Male	41.0	49.0
Female	51.7	51.0
Prefer not to say	7.2	n/a
Age:		
Under 16	0.5	18.5 (under 15)
16-24	0.5	13.5 (15-24)
25-34	7.1	16.3
35-44	27.5	15.9
45-54	26.4	13.1
55-64	21.7	9.5
65-74	13.3	7.1
75+	3.0	6.2
Ethnicity:		
White:		
English/Welsh/Scottish/Northern Irish/British	76.4	63.1
Gypsy or Irish Traveller	0	0.6
Irish	2.1	1.7
Other White	5.7	9.6

Mixed:		
White and Black Caribbean	0	0.8
White and Black African	0	0.4
White and Asian	1.6	1.6
Other Mixed Background	1.3	1.1
Asian or Asian British:		
Bangladeshi	0	0.6
Chinese	0.8	1.8
Indian	1.3	4.0
Korean	0.3	n/a
Pakistani	0	1.9
Tamil	0	n/a
Other Asian background	0.5	8.2
Black or Black British:		
African	0	1.6
Caribbean	0	0.6
Other Black/African Caribbean background	0	0.2
Other ethnic groups:		
Arab	0	1.5
Other	0.5	1.2
Prefer not to say	9.6	n/a
Religion		
Buddhist	0.8	1.1
Christian	46.6	52.9
Hindu	1.4	4.7
Jewish	0.8	0.5
Muslim	0.5	5.9
Sikh	0.3	0.8
Other	0.8	0.5
No religion	29.0	25.7
Prefer not to say	19.8	7.9

Long-term disability:		
Yes	8.4	12.0
No	80.8	
Prefer not to say	10.8	
Sexual orientation:		
Heterosexual	74.2	
Bisexual	0.8	
Gay	0.3	Estimate 5 to 7% LGB*
Lesbian	0.3	
Other	0.5	
Prefer not to say	23.9	

Source for Borough profile: Kingston Data, ONS Census 2011 and mid-year estimates, *DTI 2005 estimate

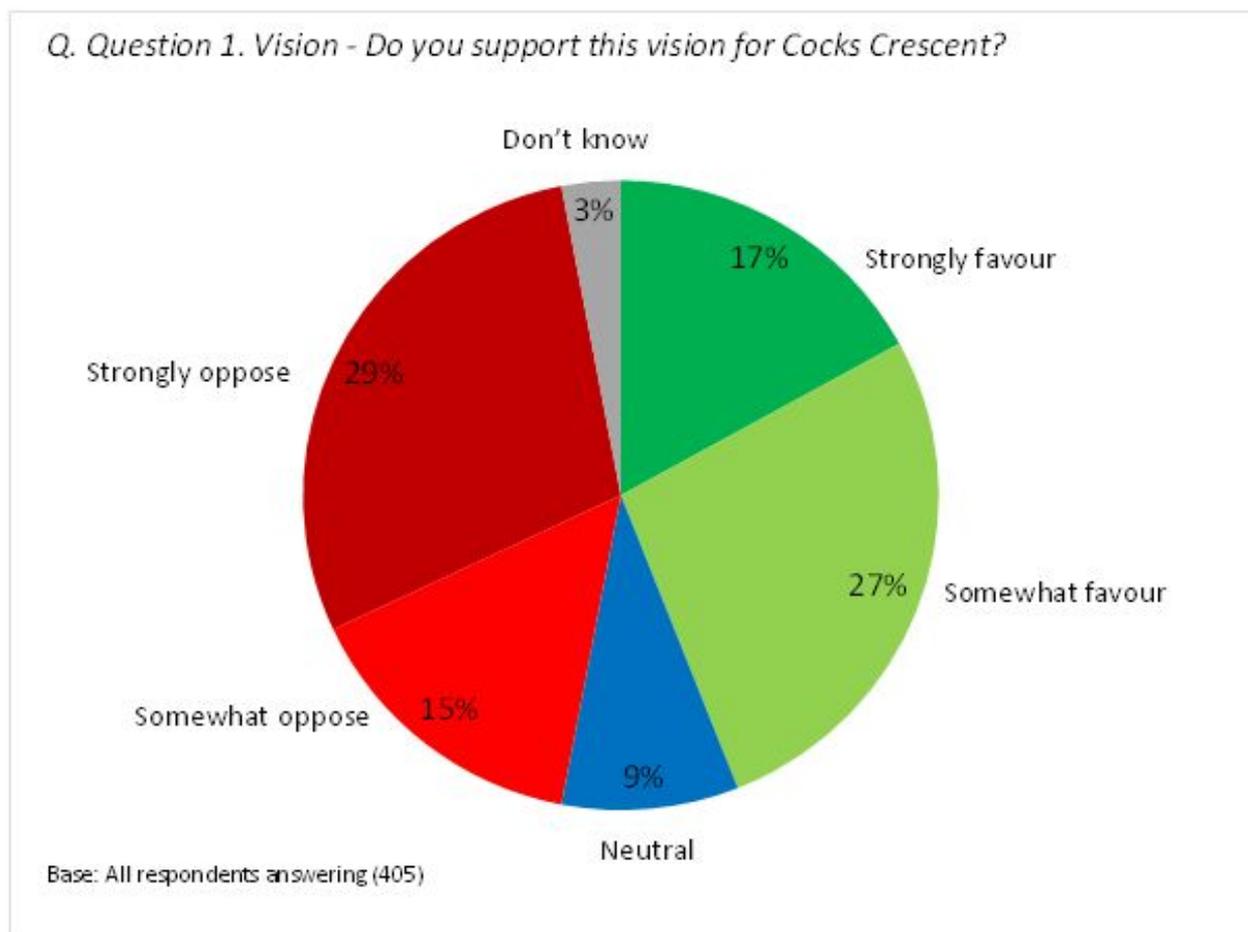
Areas where the survey profile differs significantly to the borough population are summarised below:

- Males are underrepresented in the survey, although 7% of respondents have not stated their gender.
- The survey is significantly under-represented by young adults. Even by excluding under 16's from the profile, 16 to 34 year olds make up a small proportion of respondents compared with the borough profile. Subsequently, the survey is overrepresented by those aged 35 to 74. This is important given the nature of the survey – for example, younger sections of the population may have differing views over housing.
- Among ethnic groups, White British respondents make up a larger proportion of respondents (76%) than the borough profile (63%). Responses from other ethnic groups make up a significantly smaller proportion compared with the borough as a whole, though with nearly 10% not stating their ethnicity it is difficult to gain an accurate picture of ethnicity.
- There is a comparatively higher proportion of respondents with no religion or not stating in the survey.
- Across many of these areas significant proportions of respondents indicate a preference 'not to say'.

Main Findings

Vision

Respondents were asked the extent to which they agreed with the vision. The chart below shows a mixed response. Opinion is divided fairly evenly between those favouring (44%) and opposing the vision (44%). The level of strong opposition (29%) is especially apparent.



Comments

As a follow-up question respondents were invited to provide further comments on the proposed vision. A total of 306 people provided comments.

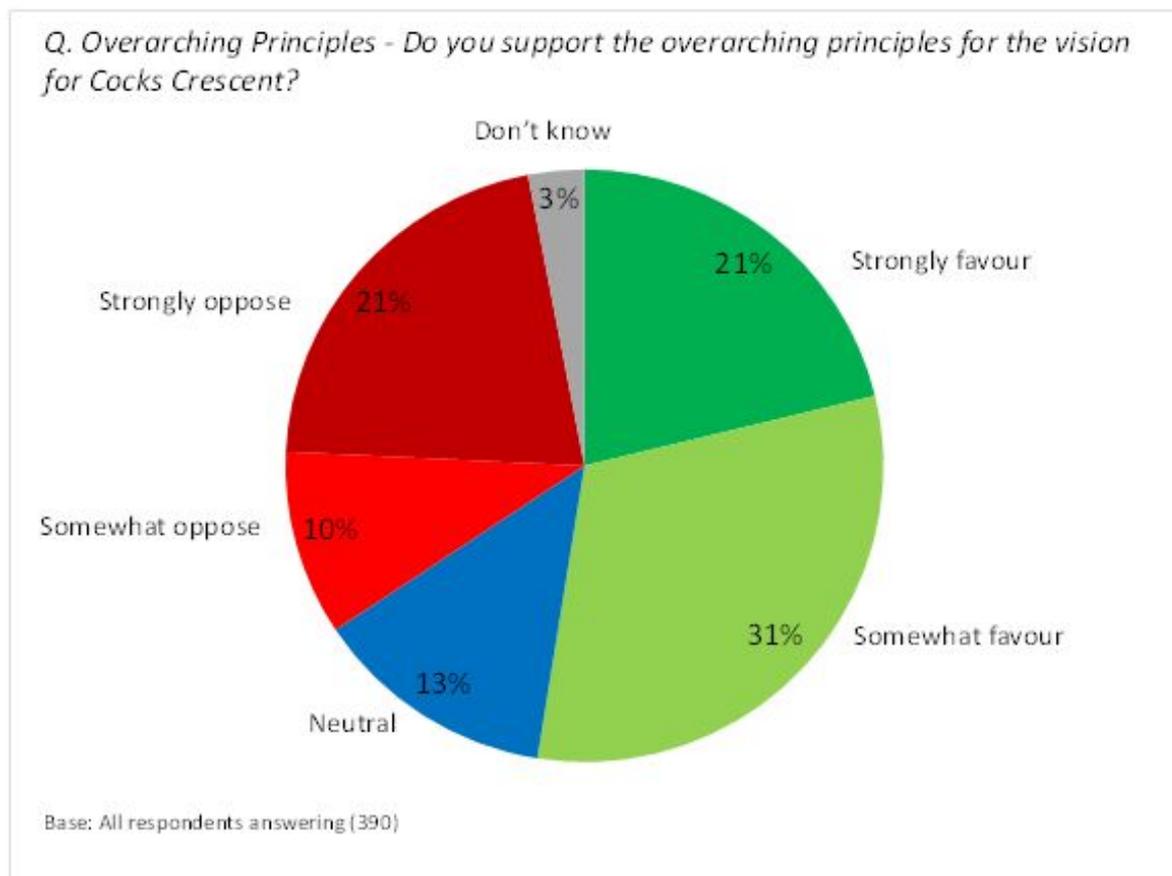
Although there are a number of positive comments, the majority tend to be critical in nature. Three themes in particular are very apparent:

- The need to retain, and improve the Malden Centre, including strong views that a swimming pool must be retained, and for community hub facilities.
- Concerns over the increased pressure on infrastructure by the development, in particular parking and schools.
- Scale and density of the development, the quantity and nature of type of housing (flats).

Although some of the comments may not directly address the question of support or opposition for the vision, they nonetheless represent the level of feeling towards the potential development and what elements ought to be addressed.

Overarching principles

The draft SPD contains nine principles for development. The chart below shows that just over half (52%) of all respondents favour the overarching principles for the vision. A significant proportion however (31%) oppose them.



Comments

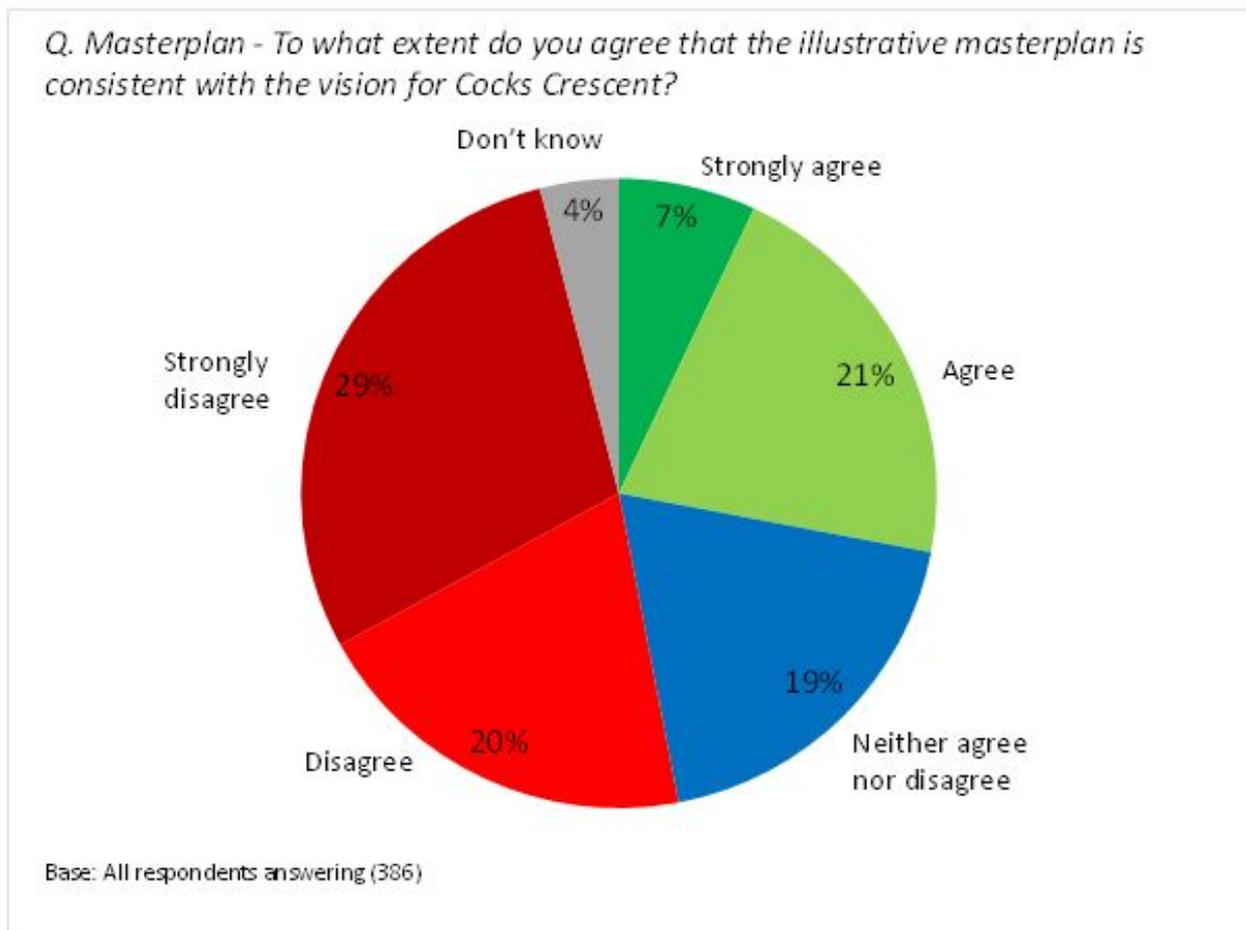
208 people provided further comments on the overarching principles. The main themes emerging from the open comments are:

- Wording of the principles – seen by some as vague and with a heavy use of jargon. Some view this as a deliberate attempt to keep interpretation open. Plain English is preferred.
- Retaining and improving community facilities and civic space (including leisure and swimming pool facilities) should be included in the principles; especially given the reference to health and wellbeing to underpin regeneration of the area.
- Quantity of housing and quality of life – residents express concern over the quantity of homes and lack of attention in the SPD to improving the surrounding amenities that impact on quality of life.

Illustrative masterplan

The illustrative masterplan is explained as reflecting the input provided by the community at the stage 2 design workshop, representing one possible scenario.

Disagreement that the masterplan is consistent with the vision for Cocks Crescent (49%) and is markedly higher than the the level of agreement (28%). One in five respondents (19%) are neutral.



Comments

245 respondents provided comments regarding the Masterplan. The sorts of themes that are mentioned include:

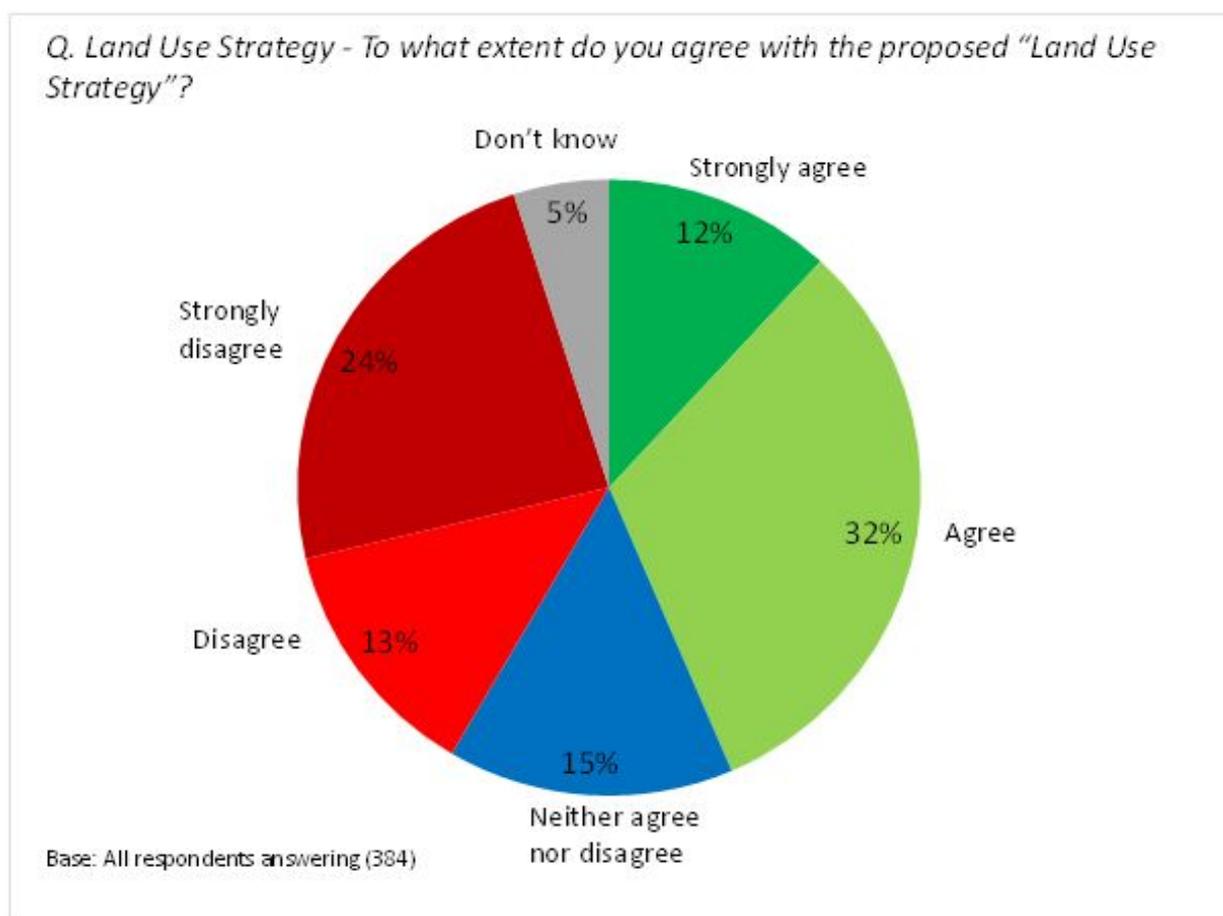
- Size of the development – this is perceived by many as too large with too many homes to the detriment of local residents. There is scepticism from some that the design concept of 330 will be surpassed with 520 being more likely.
- Subsequent pressure on local infrastructure, particularly schools, parking and traffic - considered by many to be a significant problem already
- Community hub – clarification is required over the retention or development of the Malden Centre, and especially a swimming pool
- Accessibility for the local community – the development is viewed as being not very accessible for local residents

Land use strategy

The land use strategy states that Cocks Crescent has potential to accommodate a mix of uses with multiple uses within individual buildings. The strategy includes mention of:

- Employment, retail, leisure and community uses.
- High quality office and business accommodation.
- The Council seeking to transform Cocks Crescent into a new community hub and to enhance the existing leisure and community provision.
- Upgrading and reconfiguration of the Blagdon Road Open Space, with no net loss of open space within the development.

Although on balance more people agree with the proposed land use strategy (46%) than disagree (37%), the latter is still a significant proportion of respondents.



Comments

226 respondents provided comments on the land use strategy. Three issues are particularly prevalent in the feedback:

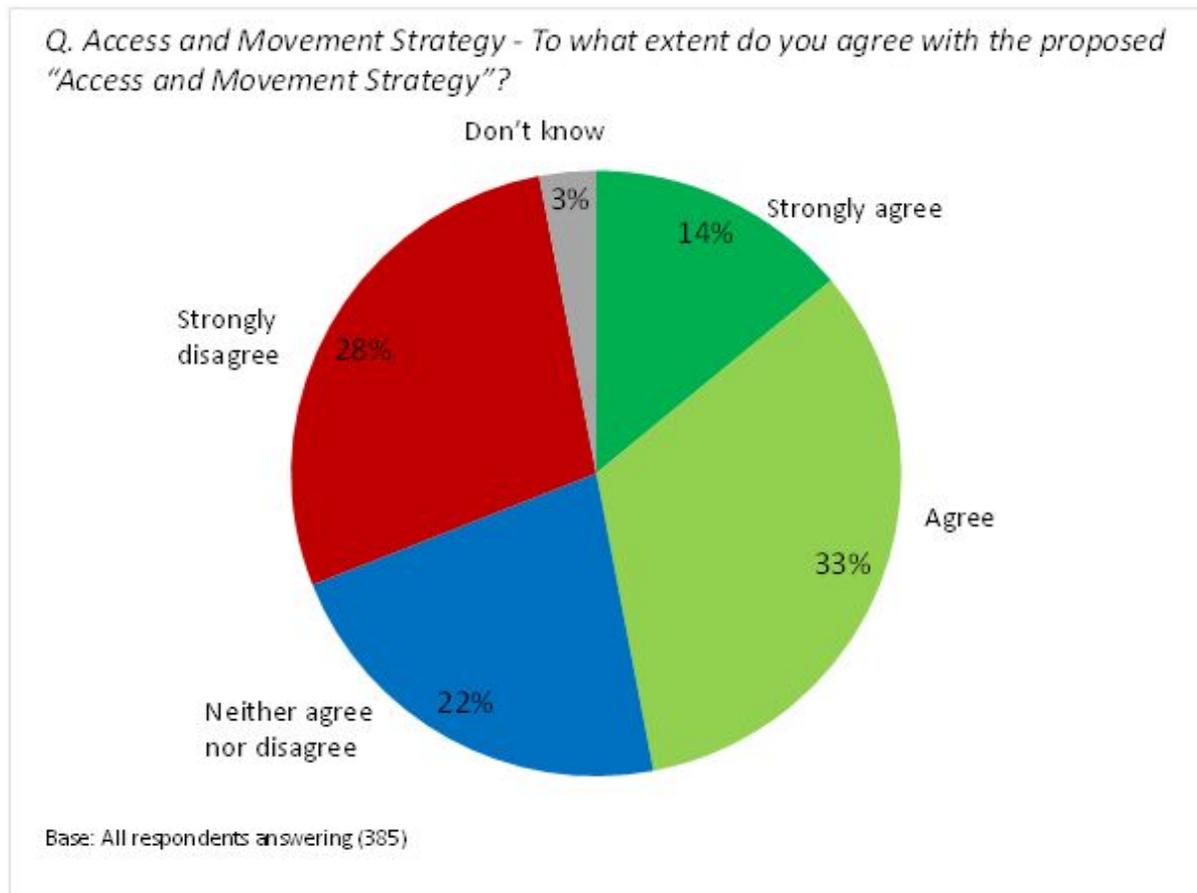
- Open space – although 'no net loss of open space' is mentioned, some respondents still perceive there to be a loss. The Blagdon Road open space is seen as important and packaging the open space into smaller and dispersed segments will detract significantly from the appeal of the area.
- Reference to plans being vague, not enough detail or a use of too much jargon.
- Retaining or improving the Malden Centre/community leisure facilities and swimming pool— comments relating to this are especially prominent.

Access and movement strategy

The access and movement strategy proposals include:

- A new vehicular access point on Burlington Road.
- Improving the pedestrian and cycle permeability within the site.
- Servicing and access needs of existing uses not being compromised.
- Taking a holistic view of parking supply and management.

The chart below shows that almost half of respondents agree (47%) with the proposed access and movement strategy.



Comments

There were comments from 203 people and their responses cover a mixture of themes; some of the more common ones appear to be:

- Current congestion levels and increased pressure from development – concerns are often cited regarding the current levels of congestion and that future developments will only exacerbate the situation and therefore this needs to be taken into account. This also presents an opportunity to improve conditions.
- Improving the use of the multi-storey car park – with surface car parking often perceived as full and parking on local streets unsatisfactory, some respondents want to see more done for parking such as improving the multi-storey car park or replacing it, and the use of underground parking.
- Support for increasing the level of priority to cycling and walking – as long as there are the facilities to support this and there is segregation between the two groups. Many people acknowledge that

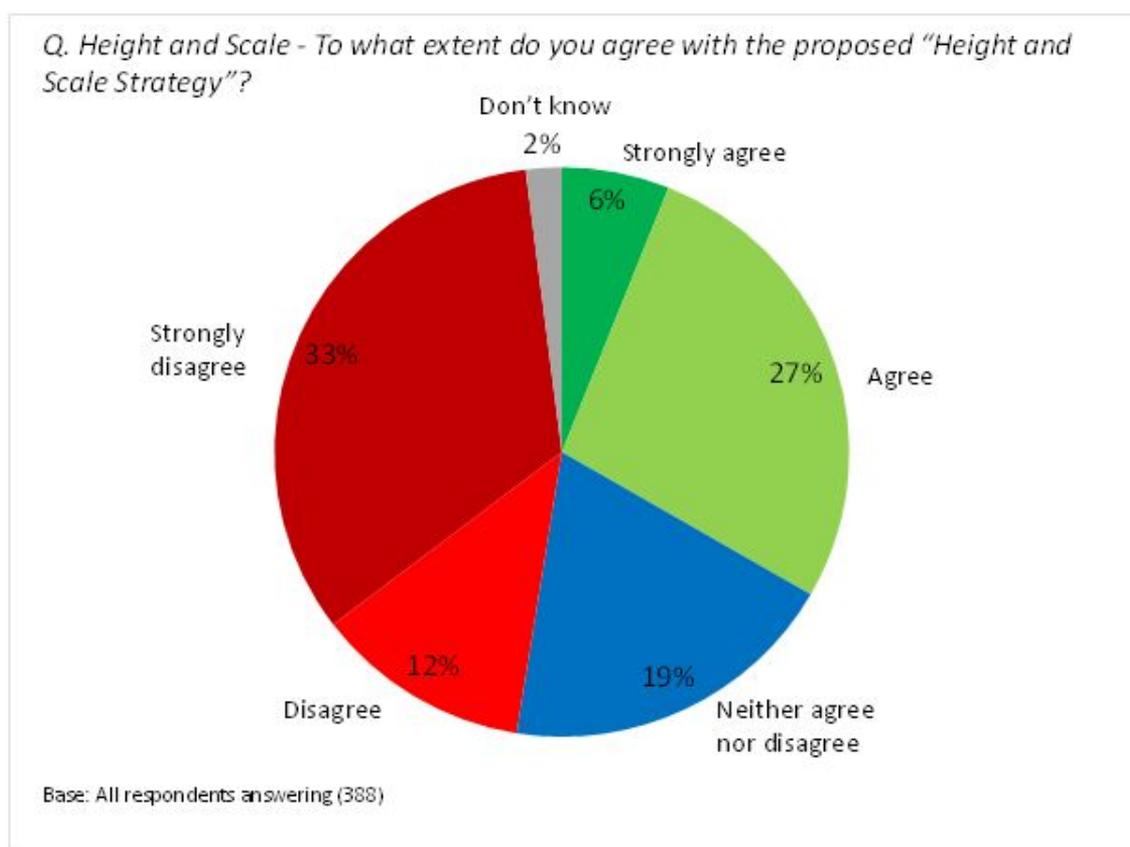
whilst this all sounds good, the reality is that in this area of Greater London a car is still often required.

Height and scale

The height and scale strategy states that planning applications will be assessed in accordance of several principles:

- The height and scale of new buildings should respond to, and respect, neighbouring buildings;
- Building heights should increase with proximity to the High Street and step down towards public spaces and adjacent residential properties;
- Use of land should be optimised in accordance with the Sustainable Residential Quality density matrix (London Plan Policy 3.4);
- Variation within the roofscape should enrich the townscape and create a greater sense of place and identity; and
- Be carefully designed to ensure optimum sunlight and mitigate any potential wind tunnelling and micro-climate issues.

Height is a particularly contentious issue with the development and as the chart below illustrates, disagreement with the height and scale strategy (45%) outweighs agreement (33%).



Comments

210 respondents provided comments in relation to the height and scale strategy. The disagreement above is generally reflected in many of the comments:

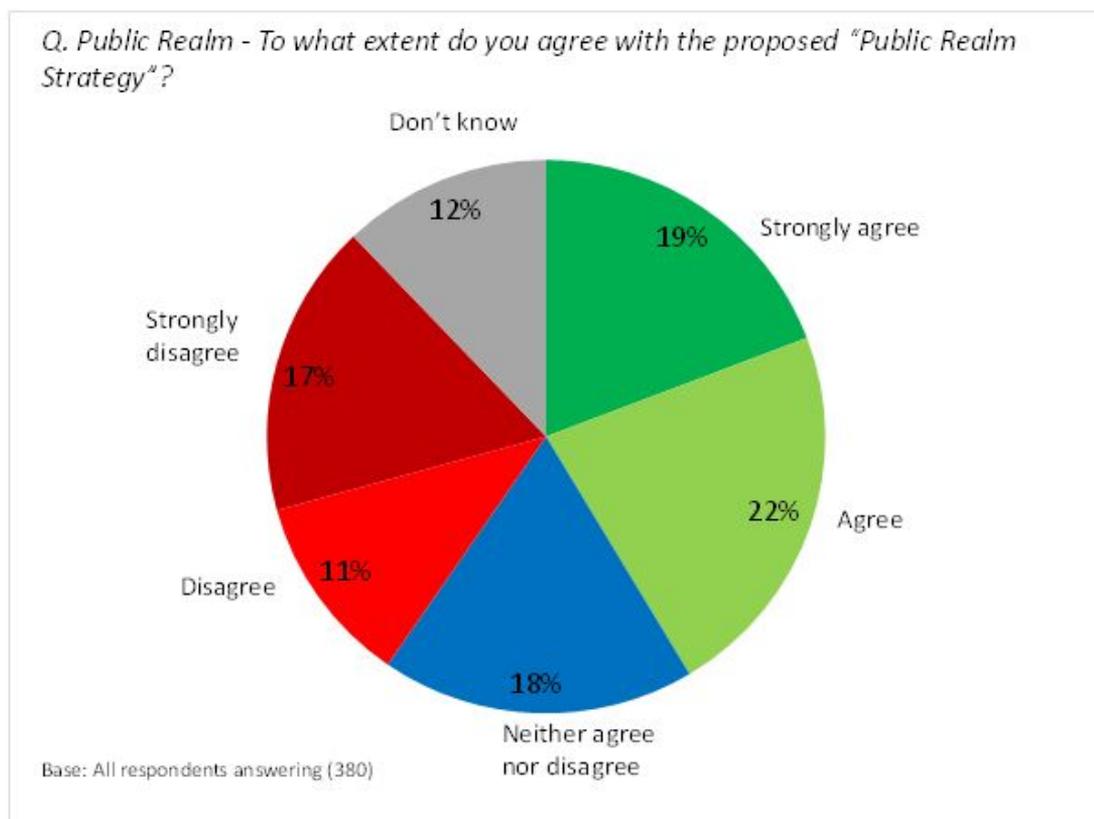
- Height of the buildings - in particular 10 storeys is perceived as too high and is not in keeping with the height of buildings in the immediate area. The tower blocks near New Malden train station are referred to as being a poor precedent that the new development should avoid repeating.
- Concern regarding overshadowing buildings in the vicinity and a loss of light, and to a lesser extent market value of properties.
- Given the height, and therefore the volume of homes planned for the site there is concern about the impact on local services and infrastructure.

Public realm strategy

The public realm strategy states that the following principles will be used by which to assess planning applications for the development:

- Distinctive – public realm responds to local context with innovative design where appropriate;
- Safe & pleasant – public realm is overlooked, visible and accessible;
- Thoughtful - materials should be consistent and structure the public realm;
- Pedestrian friendly - vehicular access subservient to pedestrian movement and a landscape-led design;
- Flexible - social spaces should be provided and located near areas of activity (nodes, such as pavement cafe, markets or community uses);
- Eco-friendly - enhances biodiversity and mitigates pollution and flooding; and
- Play - facilities that enhance the ability for families to utilise the open space.

Opinion is mixed regarding the proposed public realm strategy. Whilst slightly more agree with it (41%), there is still a significant proportion that disagree (28%), whilst 30% are neutral or don't know.



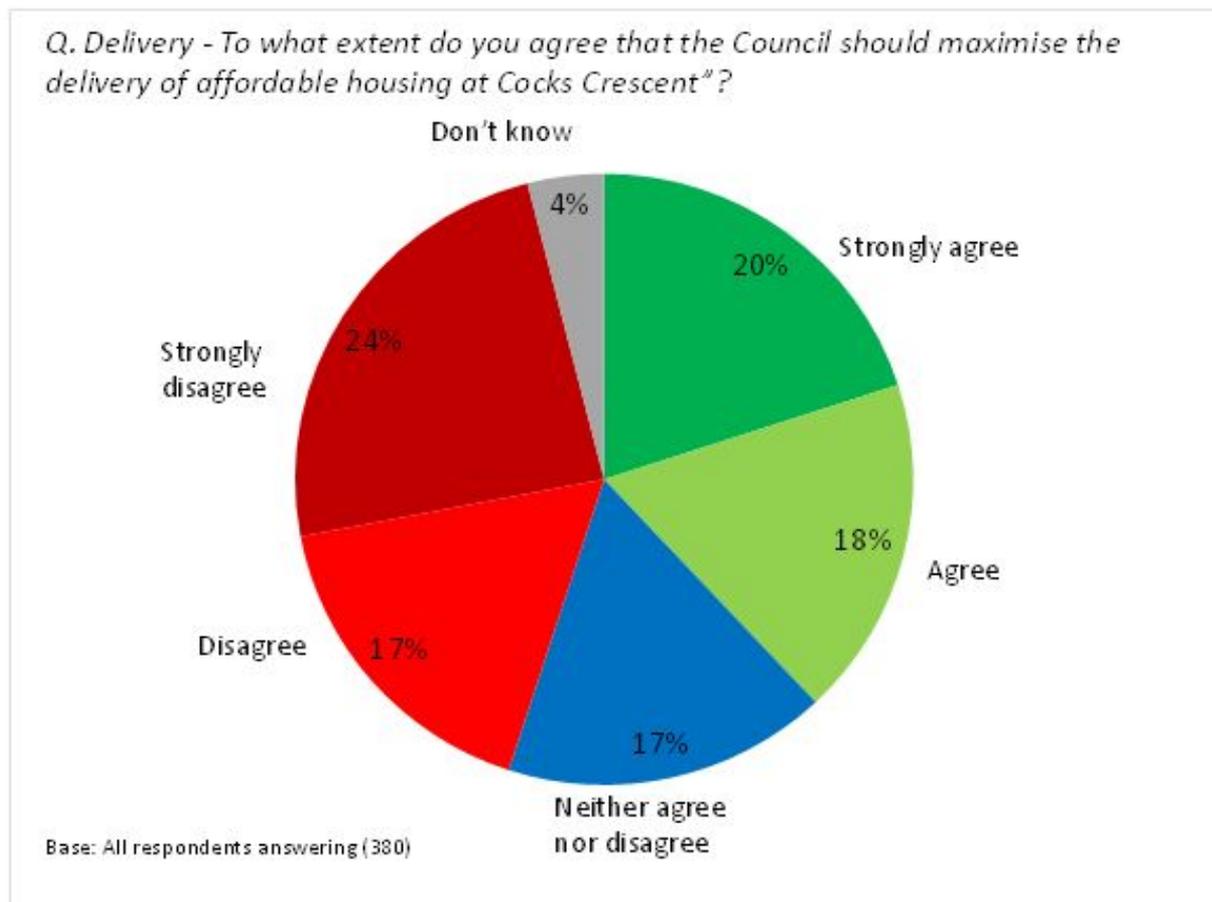
Comments

184 people commented on the public realm strategy. Of the comments the main themes emerging are:

- Concerns regarding shared pedestrian and cyclist space – this was also a topic that received significant attention from the Go Cycling Fountain Roundabout consultation.
- The need to retain open space - especially green space, and to avoid an overly dense concentration of homes and buildings in the site, and which can have a longer-term detrimental impact on the area.
- The importance of a community facility (the Malden Centre), including a swimming pool – this is seen as being part of the public realm strategy.
- Perceived lack of detail and the need for more user-friendly communication.

Delivery of affordable housing

Opinion is fairly evenly divided between those that agree with maximising the delivery of affordable housing (38%) and those that disagree (41%).



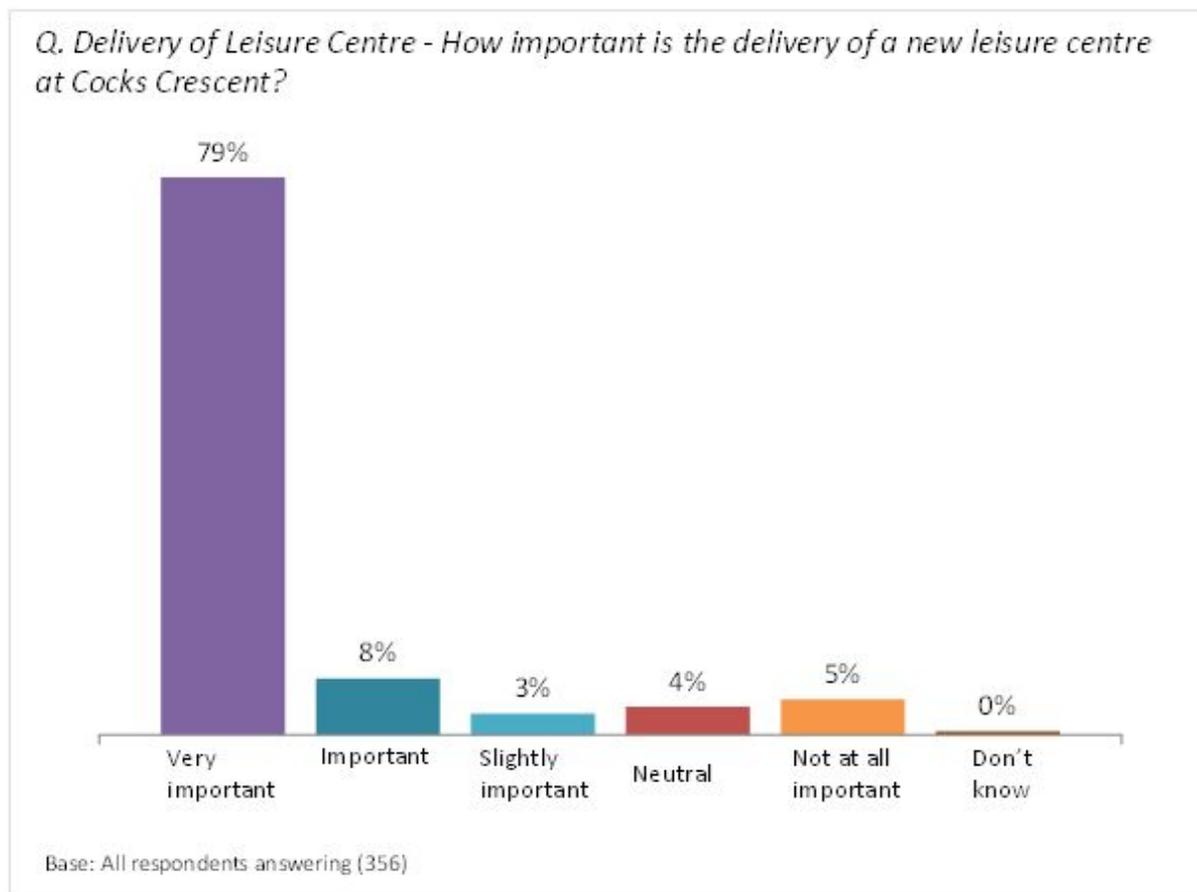
Comments

223 respondents provided answers to the open question concerning delivery. Responses are varied, with a mixture of support and opposition.

- There is a need to factor in the impact of building housing on local amenities (schools, GPs, hospital, roads, sewage etc.) – this builds on earlier statements made regarding current infrastructure already being stretched. Residents want to see an increase in attention to how this will be addressed before development
- Support for building affordable housing - a number of respondents cite that providing affordable housing is vital, especially for those that need it, such as young local people wanting to get on the housing ladder and not those seeking buy-to-let. This needs to be done sensitively however; and volume needs to be balanced with quality of life
- There are negative perceptions from some towards the concept of affordable (and social) housing – so there needs to be greater clarification of what this means.
- The community facilities and swimming pool – these remain key issues in the consultation – mentioned among responses to all open questions. In the context of affordable housing, there needs to be a balance in the construction of the housing development to allow such facilities to be retained and improved, and kept affordable for local residents in the area.

Delivery of new leisure centre

The open comments to many of the survey questions have included numerous comments relating to retaining and developing a community centre on the site. As the chart below shows, the vast majority of respondents attach a high level of importance to the delivery of a new leisure centre, with nearly nine in ten (87%) saying it is at least 'important' – just one in twenty (5%) say it is not at all important.



Comments

267 respondents provided comments regarding the delivery of the leisure centre. There is very strong support for the retention and refurbishment of the existing Malden Centre or the delivery of a new leisure centre. Respondents also cite that the existing facility is a vital hub for the community.

For the majority of respondents retaining a swimming pool is a minimum requirement for the Cocks Crescent development. Ideally any new development would extend the provision to a publicly-available 50 metre pool (currently there are none in the borough and which entails trips to places further away such as Walton-on-Thames and Guildford).

Future communication

Respondents were asked if they would like to be kept informed. The chart below shows that eight in ten (83%) would like to be kept informed about progress on the consultation. This will need to be factored in to follow-up communications work.

