

Chelsea Green Proposed Improvements

Analysis of stakeholder consultation

June 2021

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THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Introduction

Background

We have been working with the Chelsea Green Working group to develop a proposal to improve Chelsea Green, to provide a focal point for the local community to enjoy. We have listened carefully to the suggestions and concerns raised by the working group and now feel that we have a scheme that fulfils all the requirements and addresses all the areas of concern.

We conducted a consultation to hear if the local community would like us to implement the scheme. This scheme will be funded from the Council's car parking reserve. This is a funding stream which can only be used for maintenance of our highways or for environmental improvement schemes such as this.

Consultation methodology

On 28 April 2021, the Council consulted the local community by sending out consultation packs by post to gather views on the proposed improvements. If the local community is in favour of the proposal, we will continue to develop the design and programme the works to start in Autumn 2021. The scheme is likely to take approximately 12 weeks to complete but we will work with residents and businesses to minimise disturbance. If the proposals are rejected, the funds that the Council has identified for this project would be used for other highway or environmental schemes elsewhere in the borough.

Report

A total of 184 surveys were returned by the closing date of 24 June 2021. This report contains an analysis of survey responses. Where graphs are shown, percentage of responses are used and can be rounded. A separate appendices document is also available on request, containing data tables (appendix one) and all 117 comments made by respondents to the survey (appendix two).

Acknowledgements

The Council would like to thank all respondents that took the time to feedback their views.



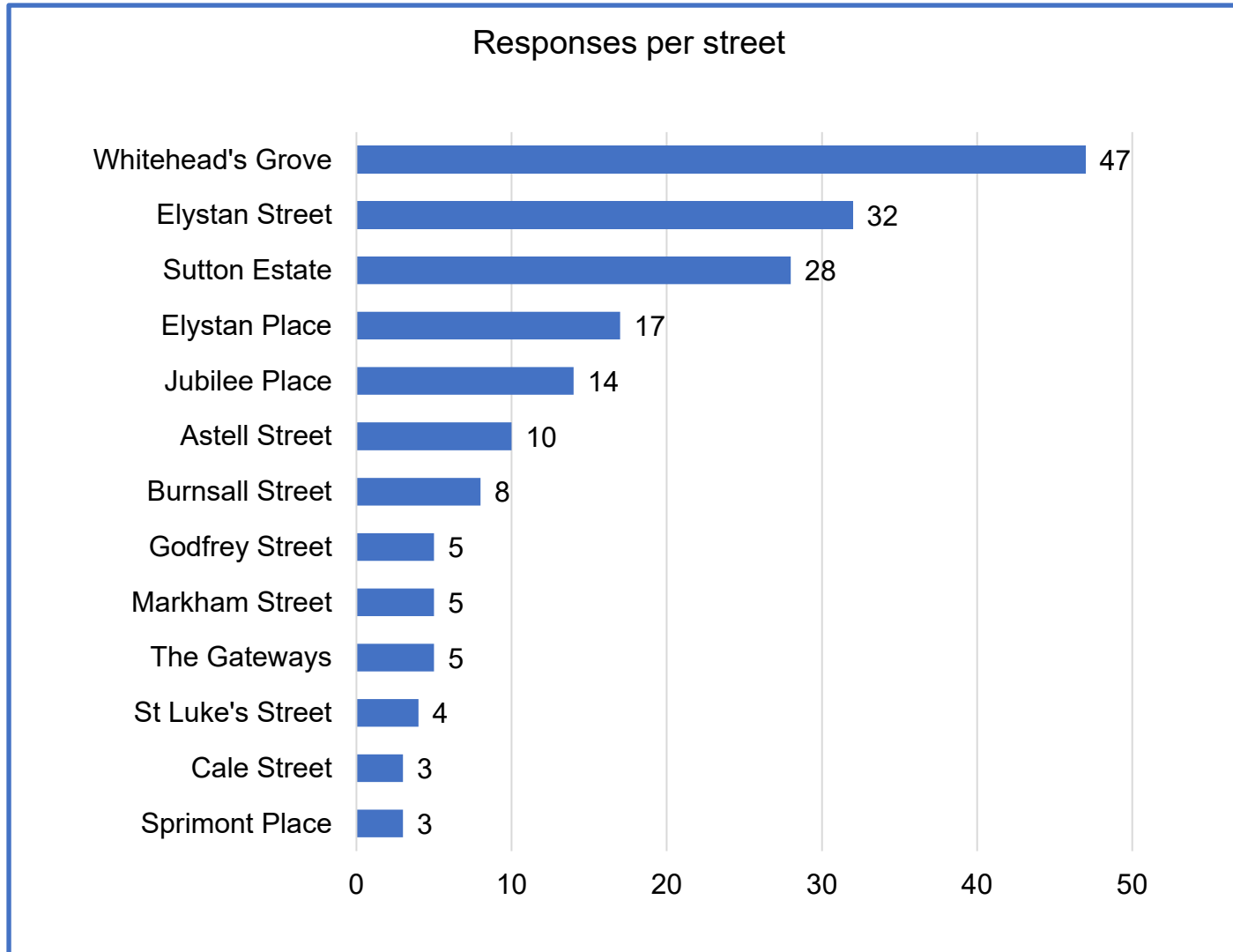
Results at a glance

- There were **184 responses** to the survey and 181 of the responses contained a postcode, all of which indicated that they were **from the local area**.
- Most responses indicate that they are responding as a **local resident**, with a few indicating they are a **local business**.
- The **majority of responses** came from “**Whitehead's Grove**”, “**Elystan Street**” and “**Sutton Estate**” streets. All of the responses came from the “**SW3 3**” postcode sectors.
- Most respondents (**88 per cent**) were **in favour** of having the **proposed scheme** introduced.
- Over half of respondents (**62 per cent**) were **in favour** of the addition of a **fountain**.
- When asked for comment, respondents often commented that they **approved of the plans**, there were mentions of the **fountain** and **traffic** as concerns in the area. There were other comments centred around **disapproval of the plans**, concerns about **anti-social behaviour** and **littering**.



Survey findings: Responses per street

Whitehead's Grove had the most number of responses (47), followed by **Elystan Street** (32) and **Sutton Estate** (28).

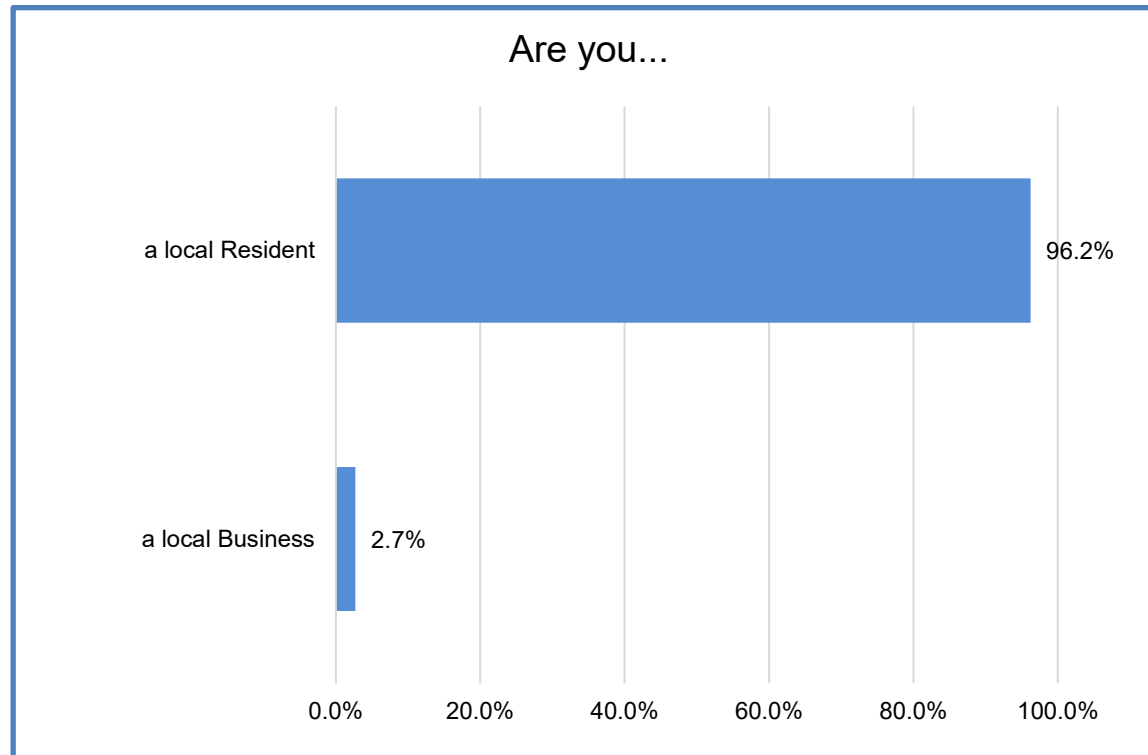


Base: All responses (184)

Survey findings: Capacity in which responding

Respondents were asked in what capacity they were responding.

- The majority (96 per cent) indicated that they were responding as **'a local resident'**.
- A small percentage (three per cent) of respondents indicated they were responding as **'a local business'**.



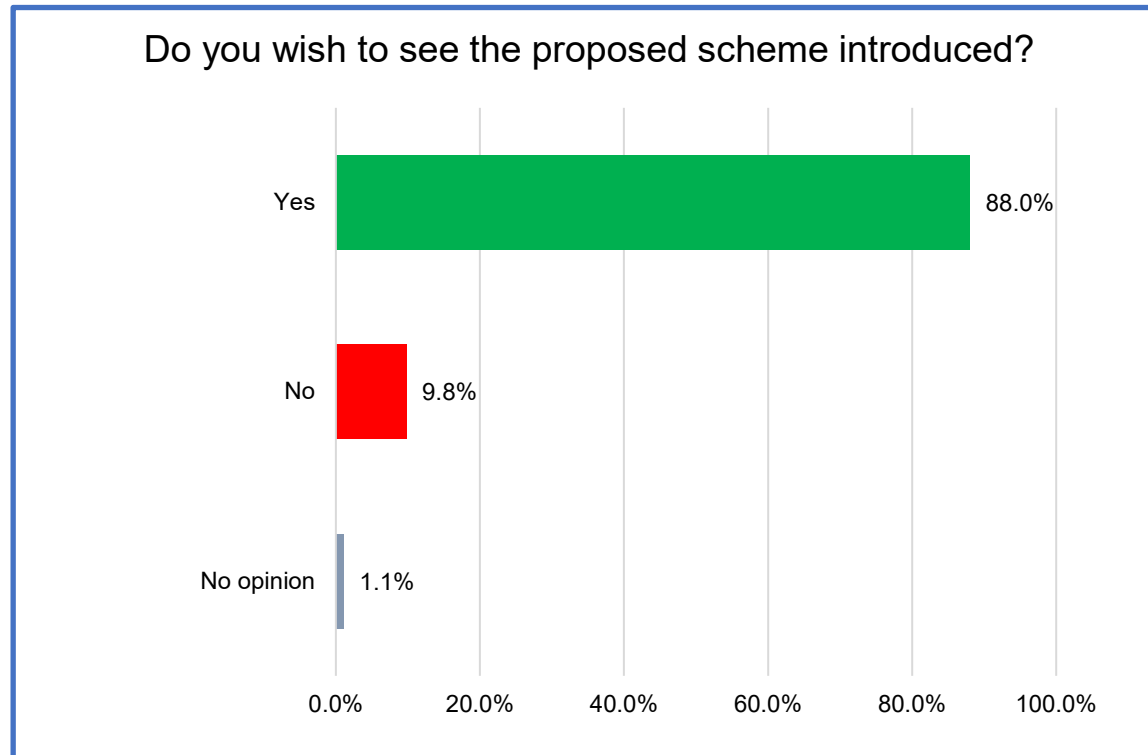
Base: All responses (184)



Survey findings: Support for proposed scheme

Respondents were asked if they wished to see the proposed scheme introduced.

- The vast majority (88 per cent) indicated that they **would like** to see the proposed scheme introduced.
- Almost ten per cent of respondents were **against** the proposed scheme with one per cent of respondents responding with '**no opinion**'.

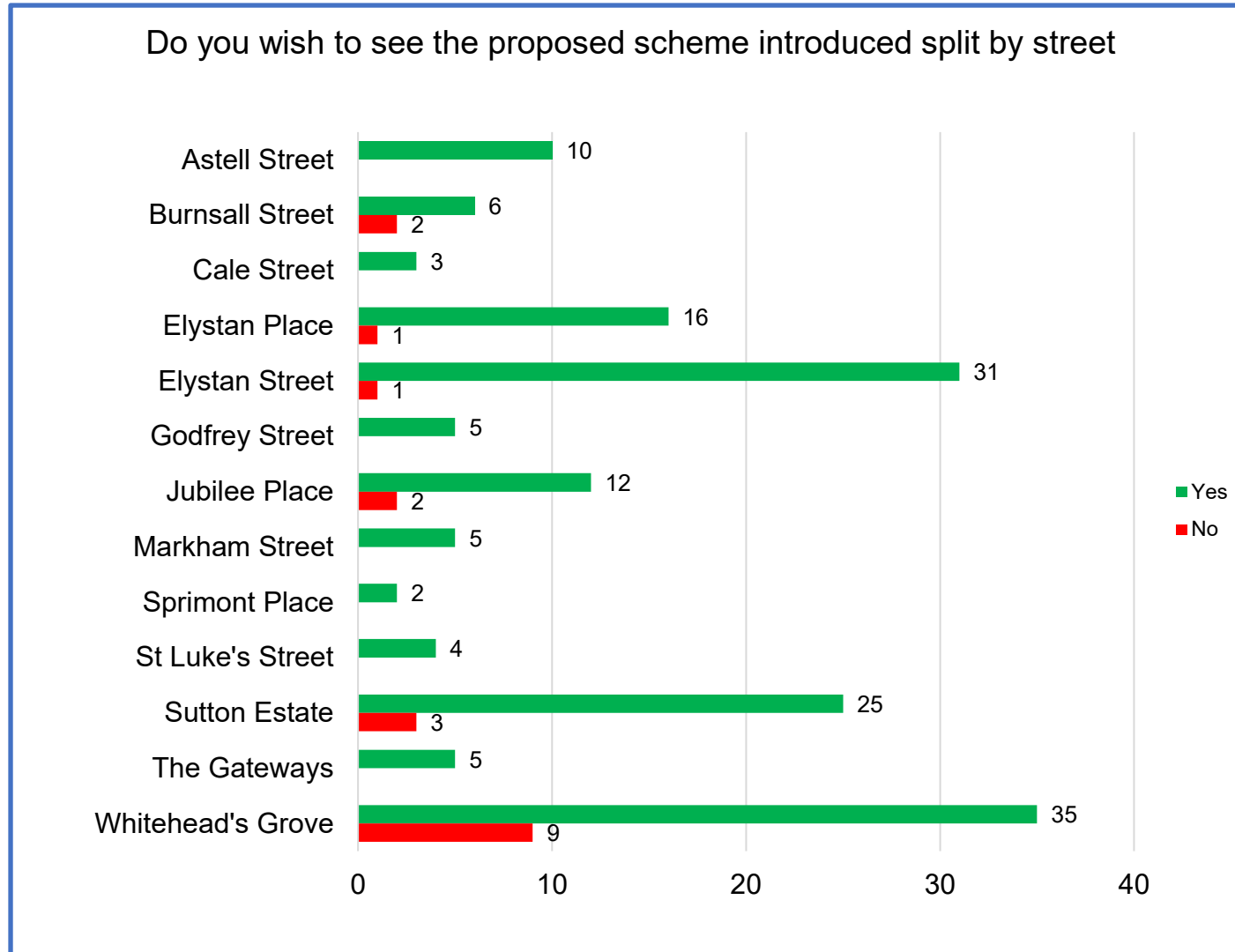


Base: All responses (184)



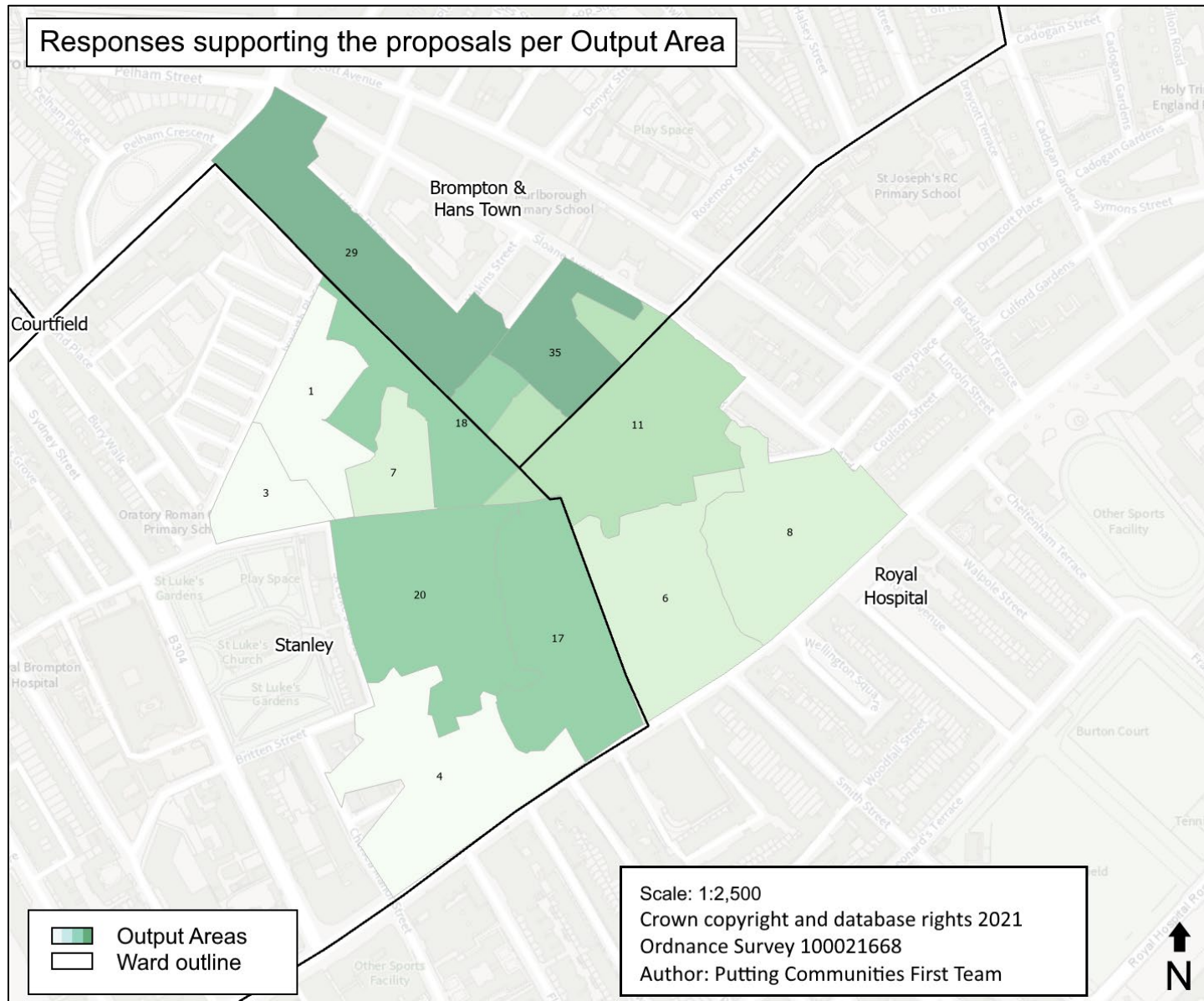
Survey findings: Support for proposed scheme

Responses are shown below, split by the street indicated on the survey. **Whitehead's Grove** had the most number of respondents indicating that they are **not in favour** (9) of the proposed scheme and the most indicating **support** (35).

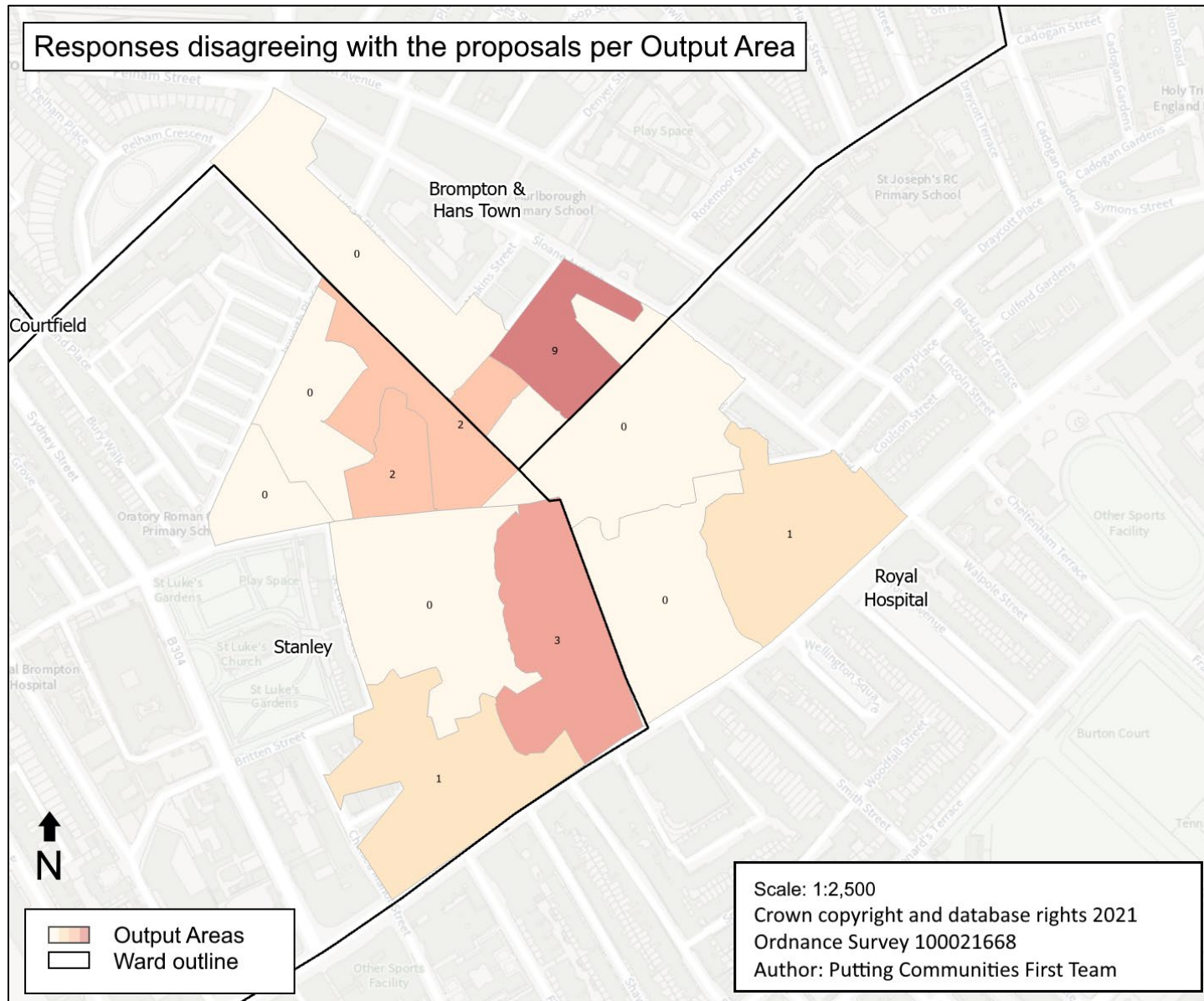


Base: All responses (184)

Survey findings: Location of responses



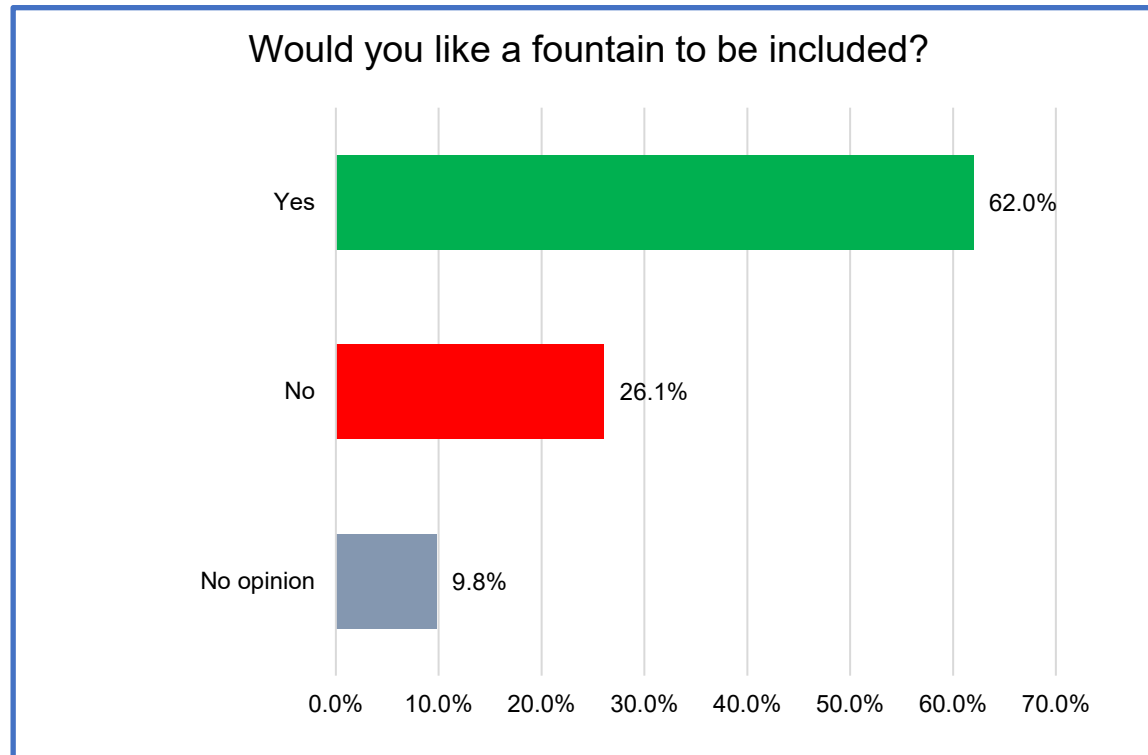
Survey findings: Location of responses



Survey findings: Support for the fountain?

Respondents were asked if they would like a fountain to be included.

- Almost two thirds (62 per cent) indicated that they **would like** to see the fountain included.
- Over a quarter (26 per cent) of respondents were **against** the fountain with ten per cent of respondents responding with '**no opinion**'.

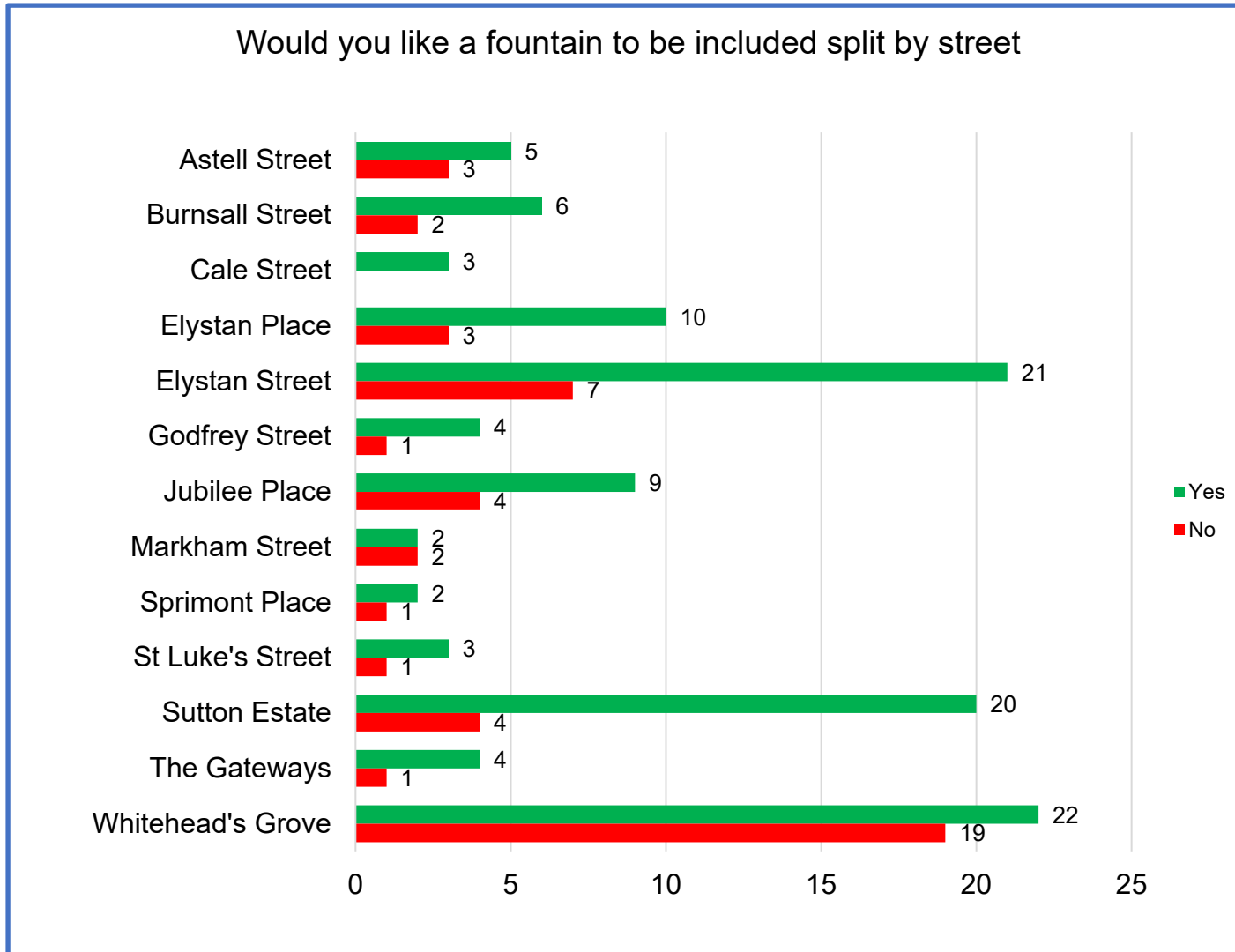


Base: All responses (184)



Survey findings: Support for the fountain?

Responses are shown below, split by the street indicated on the survey. **Whitehead's Grove** had the most number of respondents indicating that they are **not in favour** (19) of the fountain and the most indicating **support** (22).



Base: All responses (184)

Survey findings: Comments about the proposals

Respondents were offered the opportunity to comment on the proposed improvements. Comments made have been themed and are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in the appendix two. We received 117 comments in total, however comments can appear in multiple themes. The most commented on themes were in relation to **'approval'** (35 comments) and **'traffic'** (21 comments).

Theme	Comments	Theme	Comments
Approval	35	Pedestrians	9
Traffic	21	Ramps	6
Fountain	18	CCTV	5
Plants	15	Cycling	4
Seating	14	Local businesses	4
Anti Social Behaviour	13	Parking	3
Disapproval	11	Dogs	2
Littering	11	Lighting	1



Survey findings: Comments about the proposals

“Most importantly the number of seats are being very much reduced. At the moment there are 8 benches with back rests and arm rests. It looks as if there will be only 2 in this new scheme and not close together. At the moment people young and old can sit together and talk - a focal point which is very important in a community.”

Seating

“Who will maintain and pay for the fountain after installation including repairs? In fact the maintenance of the planting? It would be nice if Boris bikes were moved to a side street they do not improve the look of the Green as do not the bikes parked on the railings. However removal of railings will stop that.”

Fountain

“This looks fabulous, long overdue and will be so appreciated by myself and I am sure everyone in our lovely neighbourhood - well done! Fountain is not really necessary and extra cost.”

Approval



“Whilst it is a good idea to enhance Chelsea Green, it is vital that any improvements take into account that this area has anti-social behaviour problems; this, together with people possibly allowing their dogs to foul the grass, could well be detrimental to any open space. Fountains are always expensive to erect and maintain and the council should not spend £500k (proposed) on this; any fountain should be with public subscription only. Ongoing maintenance is vital to any project.”

Anti-Social Behaviour

“Please reduce traffic as much as possible and encourage as many small shops and boutiques as possible.”

Traffic

“Please maximise the amount of 'greenery' - trees, plants/shrubs and grass. Specifically in the central area. Please favour grass (or other forms of greenery) over hardscaping wherever possible.”

Plants

