

# Lots Road South

## Phase 4 Feedback Summary – May 2025



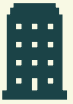
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THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

# OVERVIEW

This phase of consultation took place between 26 March 2025 and 18 April 2025. The consultation covered changes made to the scheme since July 2024, including:



Reducing the height of Block A by two storeys to 13, reducing the total number of homes from 282 to 277;



Increasing the height of Block C by one storey to 9, increasing the amount of affordable housing from 38% to 43%;



Relocating the play space from Creek Corner into the Community Square;



Increasing the total amount of ground floor commercial space from 1,500sqm to 2,000sqm;



Increasing the size of the community centre from 120sqm to 200sqm; and



Introducing 550sqm of Social Investment (Affordable) Employment Space as part of the wider commercial offering.



# OVERVIEW

## EVENTS SUMMARY

Two public exhibition drop-in events were held in the former Lots Road Auctions unit at 71 Lots Road:

- Wednesday 26 March 2025, 4pm-8pm
- Saturday 29 March 2025, 10am-2pm

RBKC also held its Development Forum at Chelsea Academy (opposite the site) on:

- Wednesday 2 April 2025, 6pm-8pm



## NUMBERS AT A GLANCE



**73 people** visited our two public exhibitions.



**74 people** have completed our survey, in person at events or online.



**2,340 people** visited the consultation website a total of **3,565 times** from 26 March to 18 April.



**23,820** accounts reached through our social media adverts.



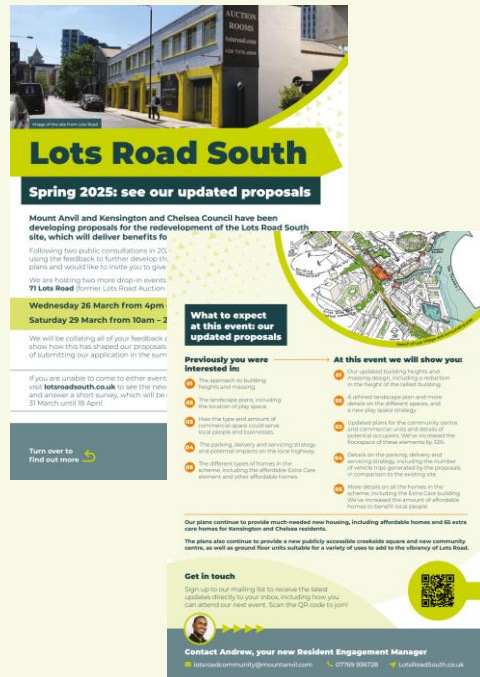
**Additional meetings held** with Heatherley School of Fine Art, Lots Road Neighbourhood Forum and The Big Local at World's End Estate.



# PROMOTING THE CONSULTATION

## FLYER

A flyer promoting the consultation was distributed to c.**5,500** addresses in both RBKC and LBHF around the site on 13 March 2025.



## WEBSITE/ MAILING LIST

The **project website** was updated to promote the consultation

Emails were sent to **177** people/organisations on our mailing list.

**2,340** people have viewed the consultation website since the launch of this phase. **797** people have clicked on the survey page. **39** people have completed the survey online.



## SOCIAL MEDIA

Used to **promote the events**, drive traffic to the consultation website and **push survey responses**.

**23,820** accounts have been reached through paid social media advertising with **150,010** ads seen and **1,957** link clicks through to the consultation website.



# FEEDBACK CHANNELS

Feedback has been received via **five channels**:



Conversations  
at events



Surveys completed  
at events



Online survey



Emails from  
respondents



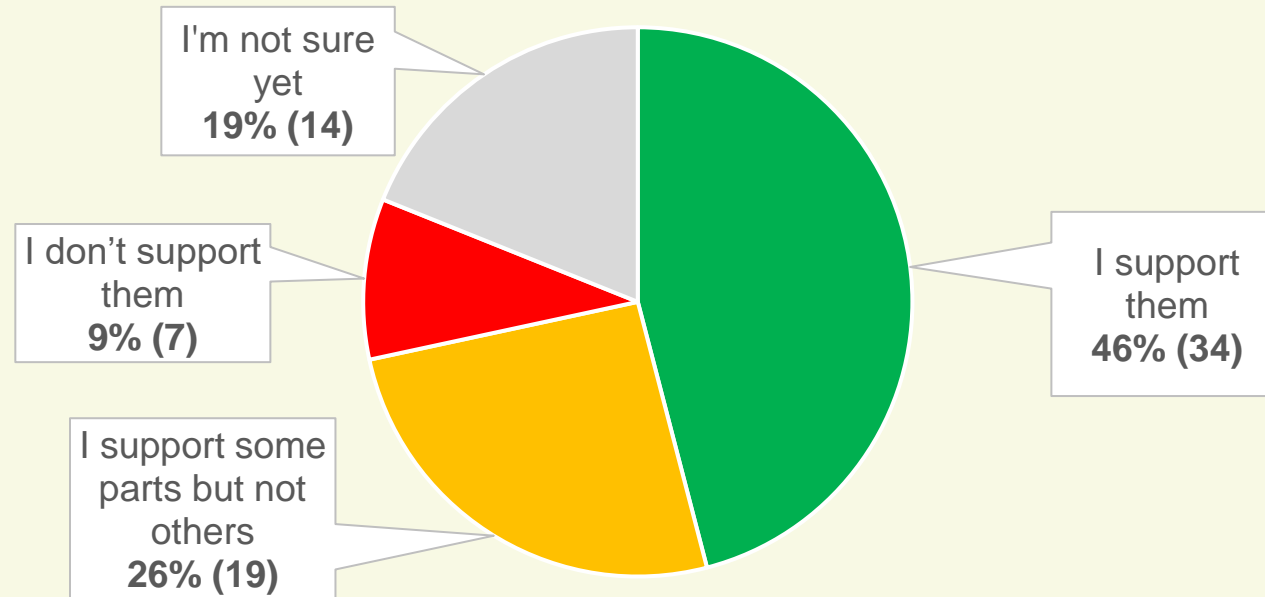
Discussions at  
stakeholder meetings



# FEEDBACK: OVERALL PROPOSALS

Respondents who completed the surveys (online or via paper surveys at events) were asked to tick one of four boxes to summarise what they thought of the overall proposals for Lots Road South.

**Total respondents: 74**



Overall, 46% (34) of respondents were supportive of the proposals, a further 26% (19) were supportive of some parts but not others, 19% (14) were not sure yet, and 9% (7) did not support them.



# FEEDBACK: OVERALL PROPOSALS

Respondents were asked to expand on why they liked, did not like or were not sure of their thoughts on the proposals. A summary of responses has been shared below:

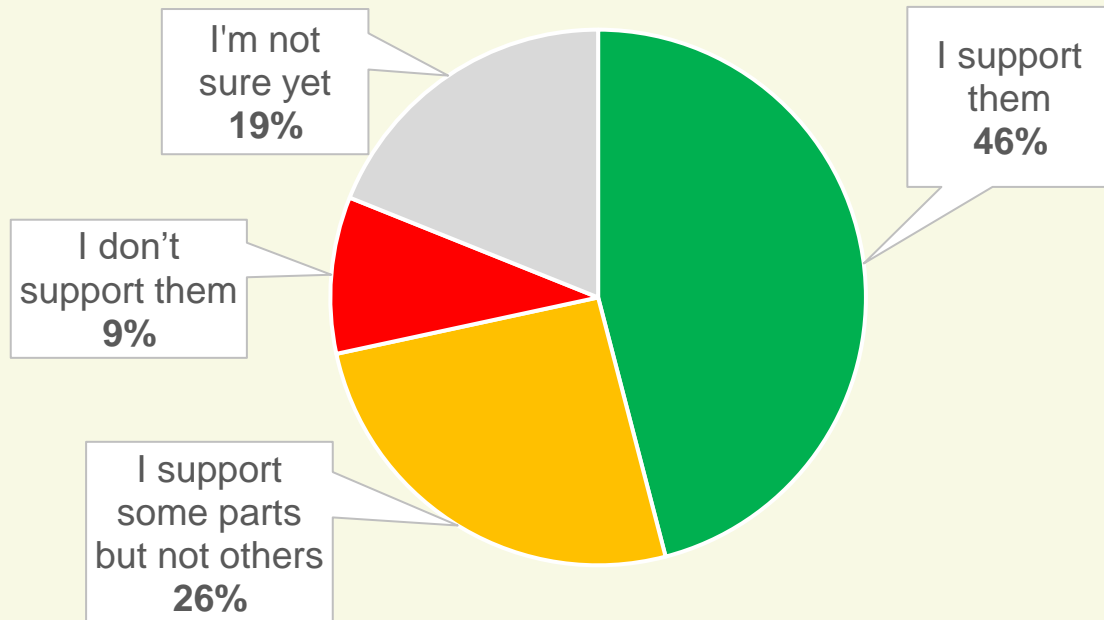
I support them 46% (34)	I support some parts but not others 26% (19)
<p>"The development is about housing and so the blocks should be taller to maximise housing opportunities"</p> <p>"It [the site] needs new life"</p> <p>"A space for athletic activities for young people would also be welcome (open space)"</p> <p>"Bring more such proposals in the south of the borough"</p> <p>"I am very supportive of the proposed scheme. This section of the road has looked tired for a number of years, so the development will have a positive impact"</p>	<p>"The overwhelming feeling is you have done a good job but RBKC need to lower the expectations, it's too high"</p> <p>"Too many social rental properties in the area" / "Too much focus on affordable"</p> <p>"The public and commercial spaces are too small."</p> <p>"I'm pleased that the outdoor community will be open to all tenure and local residents."</p>
I am not sure yet 19% (14)	I don't support them 9% (7)
<p>"'Mood' boards can be misleading."</p> <p>"They are better than the H&amp;F towers. Pleased they will hopefully look as good as in plans"</p> <p>"The real problem of this new building is the traffic who will be largely disturbed our roads"</p>	<p>"The proposed development does not match the character of the neighbourhood."</p> <p>"The buildings are too high and the development is too dense."</p> <p>"A better use of the area would be further park space"</p>



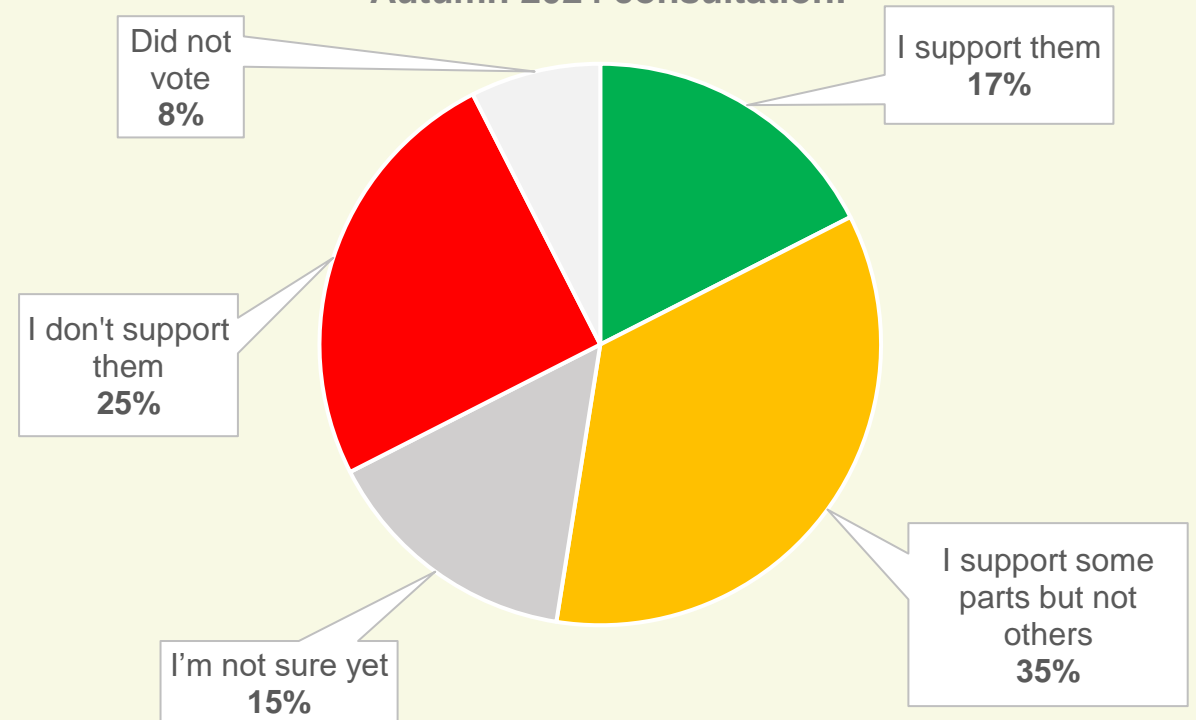
# FEEDBACK: 2025 vs 2024

Compared to the previous consultation in 2024, the feedback demonstrates an increased level of engagement with, and support for, the project. The 74 responses is an 85% increase on the 40 received in 2024. In terms of the sentiment of these responses, there is a **29% increase in support** for the proposals and a **16% decrease in those that do not support** the proposals.

Spring 2025 consultation:



Autumn 2024 consultation:



# FEEDBACK: CHANGES TO THE SCHEME

Respondents were asked what they thought about the changes that have been made to the scheme since July 2024, rating each change from ‘**strongly against**’ to ‘**strongly support**’. A tabular breakdown summarising the results has been included below.

There were **265** ‘**Support**’ or ‘**Strongly support**’ votes, with these being the most popular categories for all but one change. There were **60** ‘**Against**’ or ‘**Strongly against**’ votes.

	Strongly against	Against	Not sure / indifferent	Support	Strongly support	Did not respond
Reduced the height of Block A by two storeys, reducing the total number of homes	6	3	10	16	37	2
Increased the height of Block C by one storey, increasing the number of affordable homes overall	13	8	12	20	17	4
Relocated the play space from Creek Corner into the Community Square	3	3	18	24	19	7
Increased the total amount of ground floor commercial space from 1,500 to 2,000sqm	5	5	23	22	14	5
Increased the size of the Community Centre from 120 to 200sqm	2	5	14	27	24	2
Introduced 550sqm of Social Investment (Affordable) Employment Space as part of the wider commercial offering	4	3	19	20	25	3

# FEEDBACK: DESIGN AND MATERIALITY

Respondents were asked what they thought about the emerging design and materiality for the proposed buildings, voting on a scale from 1 to 5, with 5 being most in favour.

This question received 54 responses, meaning 20 people did not vote.

**Most respondents were not sure or indifferent, or liked the materiality. Three times more people liked the materiality than disliked it.**



# FEEDBACK: COMMERCIAL SPACE

Respondents were asked what type of uses they would like to see in the ground floor commercial space.

61 respondents answered this question and in general the sentiment was that the units should be well suited to the area and be of use to the whole community.



**19 people** said they would like to see retail units introduced in the commercial space, with suggestions ranging from a florist to a bakery to a newsagents to artisan traders.



**17 people** said they would like to see a café use within the proposed commercial space.



In general, **15 people** said they wanted to see the commercial units occupied by independent shops, traders or businesses.



**13 people** said they would like to see a supermarket here – with **three of these** wanting to see a large chain store, and **six** preferring a small convenience store.



# FEEDBACK: COMMERCIAL SPACE, CONT.



**9 people** responded that they would like to see the units used for offices, business units, or space for makers and creative industries.



**7 people** said they would like a restaurant/bar in the commercial space, commenting they would like to see uses that bring life to the area.



**5 people** said they would like to see the space used for medical services, such as a GP surgery or pharmacy.



**3 people** said they would like to see community facilities, such as a day centre for over 50s, or a creche, nursery, or for education.



# FEEDBACK: COMMUNITY CENTRE

Respondents were asked how they would like to see the proposed new 200sqm community centre used.

**48 people** responded to this question. Most shared the view that this space should be used for the community and offer events that bring everyone together.



**12 people** said they would like to use the community centre for educational activities such as lectures, workshops or adult education.



**9 people** said they want the community centre to serve local community need. **One person** said priority should be given to Lots Village residents, whilst another said it shouldn't be taken over by "special interest groups".



**9 people** said they would like the community centre to serve young people, whether that be classes for children or a youth club.



**6 people** said they would like to see activities for older people, while a further **6 people** said they would like the community centre to provide the opportunity for people to socialise and come together.



**5 people** said they would like to use the space for sport, with suggestions of fitness classes, dance or indoor games.



# FEEDBACK: FURTHER COMMENTS

Respondents were asked if they had any further comments about the proposals for Lots Road South.

**47 respondents** took the opportunity to provide additional comments here. There were also a number of conversations had at the in-person events that have also been reflected on the following slides.



**10 people** mentioned housing tenures, with **3 people** wanting to see affordable homes for local people and 3 questions about housing allocation. **3 people** said they would like to live in the new development, and **1 person** wanted to see a care home delivered. This comment was echoed by a representative of Lots Village Chelsea. The Lots Road Neighbourhood Forum welcomed the provision of 65 extra care social rent homes.



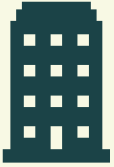
**9 people** raised concerns about the impact on local infrastructure. This included concerns about the potential impact on the highway network of construction vehicles and servicing/ deliveries in the completed scheme, in addition to the capacity of GP surgeries and schools. Concerns about these matters were also raised by the Lots Road Neighbourhood Forum.



**8 people** took the opportunity to leave more positive feedback about the scheme, with **3 people** commenting that they'd like construction to start as soon as possible. There were also comments that the site has looked "tired for years".



# FEEDBACK: FURTHER COMMENTS CONT.



**6 people** mentioned height, massing and design. **2 people** commented that they want the buildings to be “classy”. Concerns about the height were raised by 3 residents of Lighterman Towers. A representative of Lots Village Chelsea mentioned the height and façade not being in-keeping with the local context. The Lots Road Neighbourhood Forum stated they remain opposed to the overall height and size of the development, that they supported the attempts to pick up accents from the Conservation Area but that design of the Lots Road blocks should be looked at again.



**4 people** mentioned commercial amenities they would like to see introduced including a cinema, restaurant, café and leisure space. The Lots Road Neighbourhood Forum stated they welcome the provision of affordable workspace and the community centre and would like to see further details of how these will operate. However, they continue to object to the level of commercial space proposed.



**4 people** said they want to see continued engagement about the project.



# NEXT STEPS

**Thank you to everyone who has engaged with our consultation.**

We will now be updating our proposals ahead of submitting a planning application in the summer.

