

Twickenham Rediscovered Retail and Business Workshop *Monday, 22nd August 2016*

Agenda

- Welcome / introductions
- Setting the scene
- Our learning to date
- Feedback from the pop-up shop
- Retail and business:
 - Twickenham town centre
 - Retail needs
 - Employment and office needs
- Feedback exercises
- What happens next



Setting the scene

- ✓ Continuing engagement
- ✓ Reflection
- ✓ Richer and deeper conversation:
 - Viability
 - Retail and business
 - Community space / linkage
 - Access, parking, traffic
 - Connectivity
 - Site configuration



Our learning to date: key messages

- **Barefoot Consultation (2010)**

Shops & shopping quality / King Street
Market place / town square

- **All in One consultation (2010)**

Shopping in the high street

- **Annual Residents' Survey**

Below average satisfaction with range of shops (43% vs. borough average of 77%)

- **Development and formation of BID (2013)**

Successful bid in 1st round of the Mayor's Outer London Fund – targeted at improving High Streets



Our learning to date: key messages

Twickenham Area Action Plan (2013)¹

- Improve public realm, open spaces and links
- Make more use of river
- Lack of town square / market place
- Strengthen retail focus
- Retain employment
- Lack of entertainment and leisure facilities
- Reduce traffic impact



Riverside site: mix of uses, including town centre uses, residential and open space, public square, active frontages

Our learning to date: key messages

Twickenham Rediscovered Consultation (2015) ²

- Concerns raised that Twickenham cannot sustain more shops – existing shops should not suffer
- Consider additional office/flexible work space as well as retail
- Space for creative industries
- Consider community space for a local museum
- Riverside restaurant



Feedback from pop-up shop

Snapshot of views – consultation closes on 16th September

Business

- More office/business space
- Space for leisure services
- Stronger support for existing retailers

Retail

- More clothing shops, restaurants and cafés
- Mix of independent, local shops and chain stores
- Fewer charity shops, estate agents and coffee shops
- No further shops



Twickenham town centre

- Largest district centre
- First BID in the borough
- Quality food & drink offer
- Attracts local people & visitors
- Key employment location
- Excellent public transport
- Benefits from several key development sites
- Visitors for rugby matches



Retail needs

- Need for around 3,200sqm of retail floorspace by 2024⁴ in Twickenham:
 - 700sqm of convenience goods floorspace
 - 1,600sqm of comparison goods floorspace
 - 900sqm of restaurants, cafés, drinking establishments, takeaways
- Need could be accommodated in vacant premises and sites allocated in the Twickenham AAP
- Vacancy rates⁵:
 - 2016: 17 vacancies; 5.7% vacancy rate
 - 2015: 25 vacancies; 8.4% vacancy rate (12.4% nationally)



Employment in Twickenham



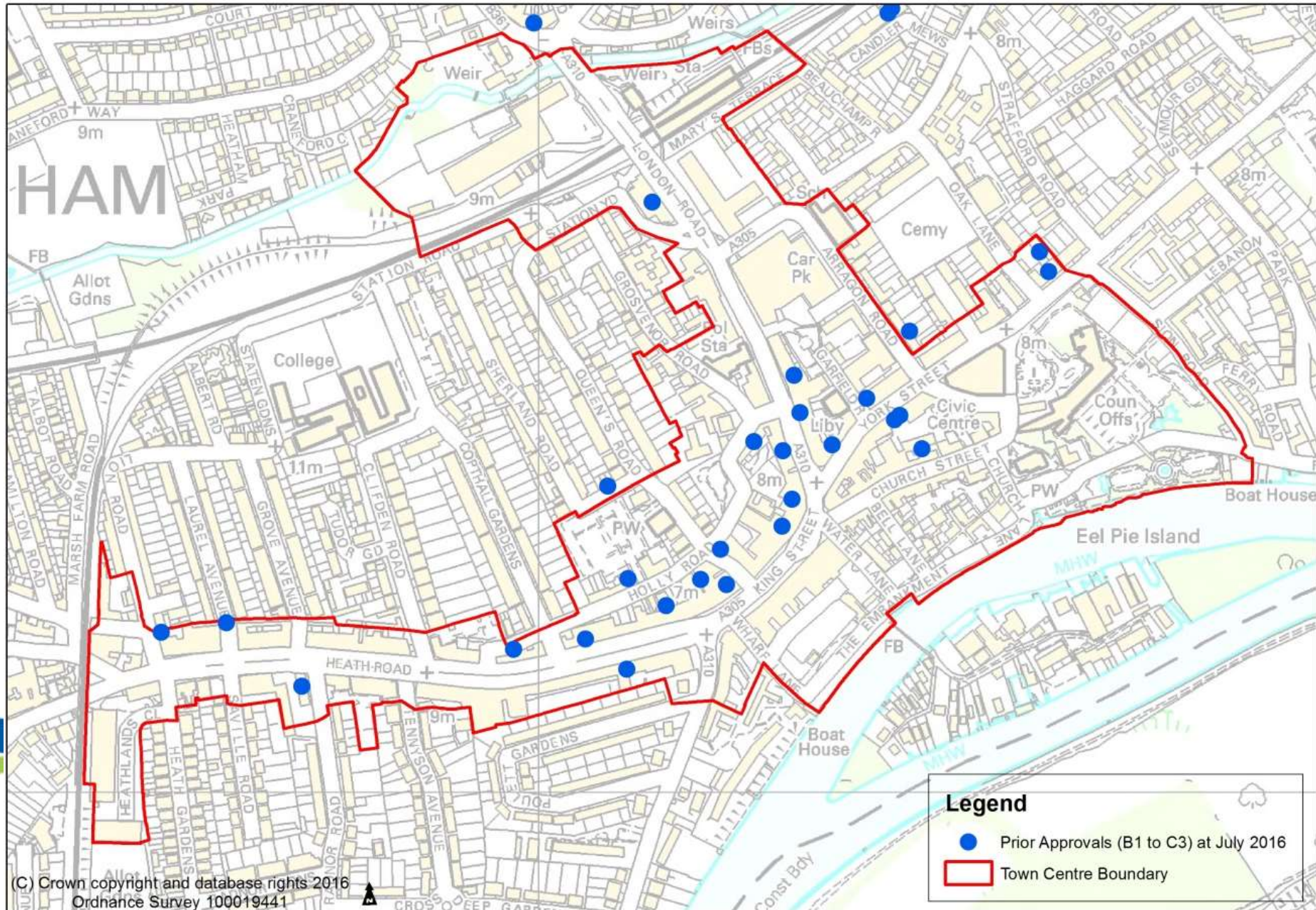
- Richmond and Twickenham centres are the borough's main areas for employment
- Historically seen as an overspill centre for Richmond
- Large share of small, medium and large enterprises⁸
- Large share of jobs from a few large employers⁸
- Some large office blocks, including Bridge House, Premier House, Regal House, Civic Centre
- Need to protect its position as an employment centre
 - New employment floorspace as part of mixed use schemes
 - Retain and enhance existing uses to meet modern day needs

Employment and office needs

- Permitted Development Rights
- Significant loss of offices across the borough^{6 & 7}
- Substantial loss within Twickenham centre^{6 & 7}
- More than half of the permissions are implemented
- Loss of jobs
- Increase in office rents
- Eviction / displacement of businesses
- Unable to provide for job growth forecasts
- No social infrastructure / affordable housing contributions

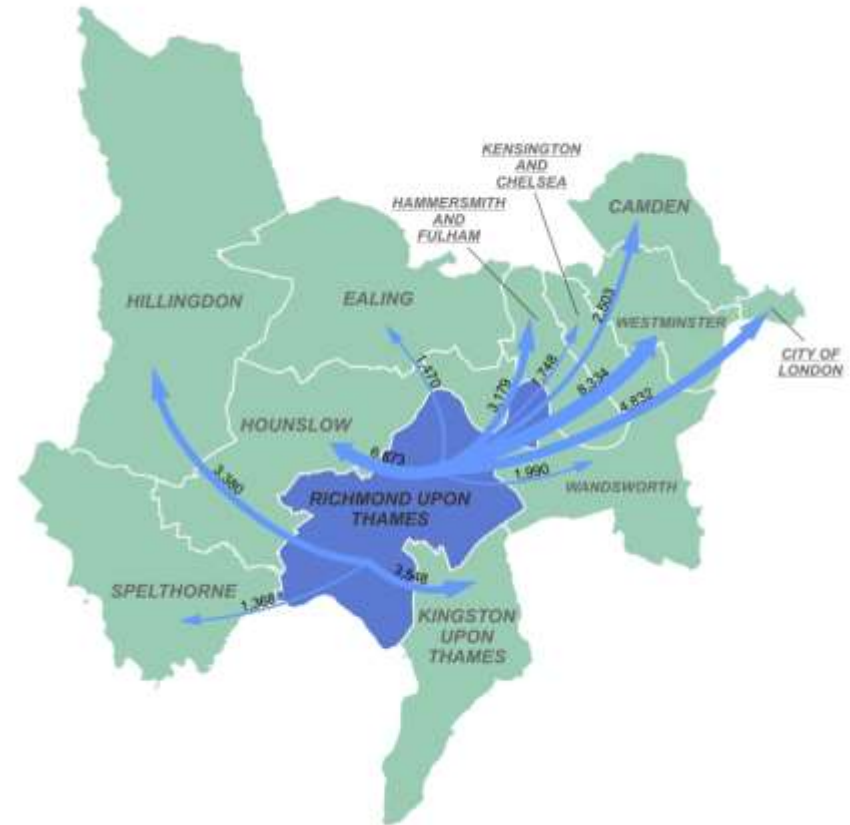


Loss of offices



Employment - changes and challenges

- Heavy out-commuting (approx. 60% of the working population)⁹
- Entrepreneurial borough (92.4% micro enterprises)¹⁰
- Tech business growth (highest concentration of tech jobs in London)¹¹
- Home-based business^{12 & 13}
- Changing work/lifestyles



Discussion Topic 1



Reflecting on what you've just heard, do you feel Twickenham needs **MORE** or **LESS** of:

- Retail
- Office/Workspace
- Other Service

Discussion Topic 2 - What matters most?



For business, the new heart of Twickenham

- **SHOULD...**
- **SHOULD NOT...**
- **MIGHT HAVE TO...**

Think about what business needs to be successful and what might impede growth / success

Feedback Exercise 3 – open discussion



What happens next?

- From late September onwards we will feedback what we have heard at the pop-up shop and the range of workshops
- From mid to late October we will present revised proposals and will consult you on them

Sources of information

- (1) Twickenham Area Action Plan (2013): www.richmond.gov.uk/twickenham_area_action_plan
- (2) Twickenham Rediscovered Consultation (2015): www.richmond.gov.uk/twickenham_rediscovered
- (3) Richmond Borough Town Centre Health Checks (2013): www.richmond.gov.uk/town_centre_health_checks_2013_full.pdf
- (4) Richmond borough Retail Study, Nathaniel Lichfield & Partners (2014): www.richmond.gov.uk/richmond_retail_study_november_2014.pdf
- (5) Richmond Authority's Monitoring Report, Vacancy rates in the borough's centres: www.richmond.gov.uk/authority_monitoring_report
- (6) LB Richmond prior approval monitoring, last updated July 2016
- (7) Assessment of office stock in LB Richmond (2015): www2.richmond.gov.uk/docs/assessment_of_office_stock_in_LBRuT.pdf
- (8) LB Richmond Employment Sites & Premises Study (2013) www.richmond.gov.uk/final_report_march_2013.pdf
- (9) Office for National Statistics, Census 2011: www.ons.gov.uk/census/2011census
- (10) Office for National Statistics, Interdepartmental Business Register : www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr
- (11) Financial Times (2013), Tech Monitor UK report: www.ft.com/cms/s/2/1e04f794-327b-11e3-91d2-00144feab7de.html#axzz4I4iWOxdA
- (12) Office for National Statistics, Annual Population Survey: www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/qmis/annualpopulationsurveyapsqmi
- (13) LB Richmond Business Survey (2015): www.richmond.gov.uk/business_survey_2015.htm and Enterprise Nation Home Working report (2014): www.enterprisenation.com/homebusiness