

Twickenham Rediscovered Retail and Business Workshop Feedback

Monday, 22nd August 2016

Table 1 Feedback

Table 1: More or Less Boards

1. Retail

- More: technology shops for computers/iPads and fabric/sewing shops (both on the High Street)
- Less: none

2. Office/workspace

- More: offices and shops in the town, not on the Riverside

3. Other services

- More: community spaces and parking*
- Less: move funeral undertakers away from Church Street/Water Lane
- Less: emphasis on community space*

**Tables did not have to reach a consensus view*

Table 1: Table Discussion (part 1)

For business, the new heart for Twickenham should:

- Provide an environment that draws people into the area. A town square or similar and some support services for the area such as a restaurant/café. A reason to be there is an accessory to the riverside
- Attract people who want to enjoy the site for what it is
- Have a town square (larger than shown on Terry scheme), a great cafe/restaurant or two and lots of public open space. The balance should be of the highest value so that the maximum amount of land can be given as open space i.e. residential which is twice as valuable as retail or office/business space
- Celebrate the rugby connection. A sculpture, like at the RFU ground
- Have a wonderful and desirable public realm – residents will shop and spend in the town, businesses will be attracted to the town, tourists will come and spend in the town
- Have somewhere where they can go to relax. Also, maybe a serviced business centre, but not an office facing the river
- Make best use of being on the Thames Riverside. River, relaxation. Cater for art connection to Eel Pie Island Artists – full amenity space
- Reflect the views of those close to it rather than the broader town
- With us moving out of Europe we are possibly going to need less business space

Table 1: Table Discussion (part 2)

For business, the new heart for Twickenham should NOT:

- Be overwhelmed by development but should provide recreational space
- Be located on the Riverside
- Have any retail or office space because the vacant shops and offices in the town are difficult to let economically already. Adding more supply will exacerbate an established problem irrespective of quality of the new space
- Be filled with empty shops
- Have any more charity shops or cafes but a restaurant on the river
- Be an inner city concrete, high density area. It should not diminish the River Thames asset (something that happens now)
- Be exploited for commercial purposes by LBRuT
- More need for housing

Table 1: Table Discussion (part 3)

For business, the new heart for Twickenham might have to:

- Have more convenient parking to increase footfall
- Be left for community leisure usage, developed by a different Council
- Have a community centre
- Provide a congenial place for their workers to relax
- Have lots of residential space in order to make enough money to yield up lots of public open space. More residents on the site will shop and eat out to sustain the retail and cafes/pubs/restaurants
- Have a public open space attraction, so residential to pay for it, leaving old industrial estates to develop into business hubs where ideas can be bounced about amongst them in a shared space – not on the riverside
- Have some low impact residential but compromise to maintain the Riverside amenities. It would be good to embrace River usage
- Make a loss for LBRuT
- Consider new schools needed for the increase of population of children

Table 2: Feedback

Table 2: More or Less Boards

1. Retail:

- More: pop up shop, high quality restaurants, café/bars – not just curry houses, more variety of clothing shops – quality tights and ties etc., technology shops e.g. Maplins, boutique shops for variety of goods to encourage people to shop here, lido complex, markets. Visitors to Twickenham shops spend the most amount on food, other goods are significantly less. No shops on the riverfront
- Less: reduce number of lower quality shops

2. Office/workspace:

- More: boathouses on the riverside, creative space where artists can live and work
- Less: no office-based developments on the riverside

3. Other services:

- More: community area, outside market, street activities, leisure – lido/spa – 2,488 people want this. Restaurant/café complex, boathouses. Ensure Council retains ownership of retail area. Keep it open – no flats and offices
- Less: community area

Table 2: Table Discussion (part 1)

For Business, the new heart for Twickenham should:

- Have a high quality offering to act as a magnet to draw people into Twickenham. This could be bar/restaurant and/or Lido complex. Riverside activities/facilities such as boathouses. Have a space for a market. Leisure based facilities should link with Diamond Jubilee Gardens
- Have a lido complex which provides a leisure activity and health and wellbeing. A lido complex only takes up a quarter of the site and funding is available. 2,844 people want a lido. Based on a British lido but tailored to Twickenham. It should not be thought of as a 'pool'. It is an agent for regeneration
- A first class restaurant and community café (good quality at reasonable prices). Also, boathouses which could be connected for showers etc. Based on a very successful lido it would attract footfall and help regenerate town/type of shops
- Walls used as display areas – waterproof display of music frontage
- We have the stand-up paddle boarding club which should be over this side. We could have club houses in boathouses
- Deals for local people: Richmond/Twickenham card – reductions 2 hours a day
- A meeting point, a focus for events, a tourist attraction. Entrepreneurial retail/workshop and art
- Needs to be a working riverside with lots going on with activities available on the water – promote health and wellbeing
- Connect the Diamond gardens more – it doesn't allow a natural flow to the river

Table 2: Table Discussion (part 2)

For business, the new heart for Twickenham should

NOT:

- Have housing on the Riverside end of the site
- Have an office block
- Have office space



Table 2: Table Discussion (part 3)

For business, the new heart for Twickenham might have to:

- Have a commercial element at the King Street end. This could be a mix of high end retail, good quality office space with technological facilities such as VoIP/intranet/internet, possibly offering flexibility to encourage microbusinesses
- Have underground parking
- Have flats and retail to enable live / creative workspace. Independent retail. Pop up community. Entrepreneurial retail. Not TEC food.

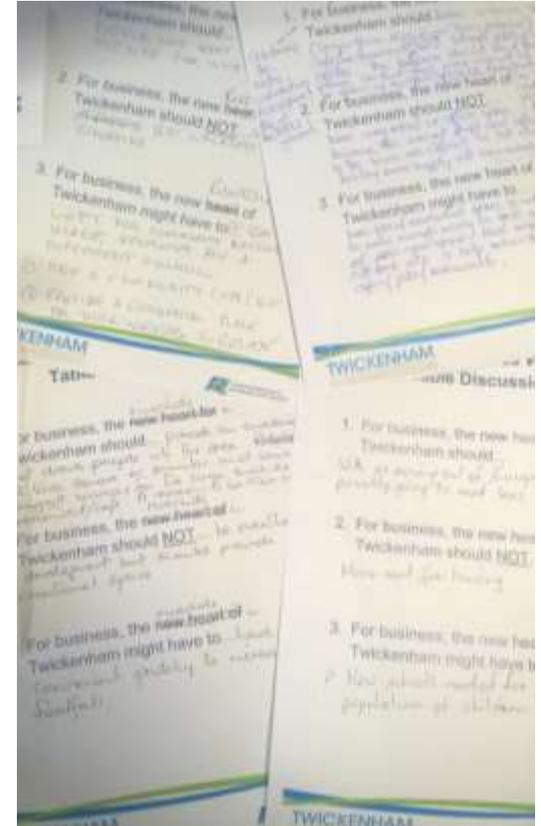


Table 3 Feedback

Table 3: More or Less Boards

1. Retail:

- More: cafes, restaurants, pubs/bars, fish and chip shop, ice cream shop, boutique shops, specialists (could be difficult environment), eel pie museum
- Less: retail – there is an oversupply. Poundland.

2. Office/workspace:

- More: small office space which is affordable, creative floor space – flexible, starter units, space sharing, with potential for creative hub. ‘Silicon river’
- Less: institutional floor space which is large and inflexible

3. Other services:

- More: Boat hire, cycle hire, paddleboard store. Community uses – meeting spaces, charities, town square, riverside terrace. Beauty has an economic value
- Less: No village square, no hard landscaping

NB: Principles – the riverside is not the town centre, a beautiful riverfront is a huge asset

Table 3: Table Discussion (part 1)

For business, the new heart for Twickenham should:

- Protect and nurture creative enterprises and act as a hub to attract people and commerce
- Have minimal buildings, maximise public open space. That will revitalise the existing shops in the town. There should be a restaurant/café/bar on the riverside, and any shops should be on the high street
- Be a place in which people want to invest and work
- Ensure footfall/entice people in
- Provide a parking solution (e.g. underground parking)
- Provide for start-up businesses

Table 3: Table Discussion (part 2)

For business, the new heart for Twickenham should NOT:

- Become an exclusive residential development turning its back against the needs of Twickenham
- Have high, dense buildings or maximum amounts of flats
- Be destroyed – the river is our asset. We must love it, nurture it and look after it
- Have large chains/entities (although discussion also considered that this may depend on the type of business as they may be more likely to afford the higher rental costs)



Table 3: Table Discussion (part 3)

For business, the new heart for Twickenham might have to:

- Provide flexible floor space to be useable for retail, research, hothouse, high technology and other compatible uses. The Council may have to protect these uses against current and future planning trends such as prior consent
- Be encouraged by the Council changing its policy and not insisting on making a return on its investment. The Council might have to consider the riverside as an investment by creating an open space. This will help existing businesses
- Think – the riverside is not the town centre

Table 4 Feedback

Table 4: More or Less Boards

1. Retail:

- More: a hardware shop, flexible spaces e.g. pop-up shop, independent and niche shops, small lanes that encourage people to visit and spend
- Less: (none)

2. Office/workspace:

- More: small tech spaces – reason to come, a museum (already have one...), business hub with flexible workspace
- Less: (none)

3. Other services:

- More: visitor information centre, boutique hotel, Michelin starred restaurant – a reason for people to come, boat building spaces, flexible community
- Less: (none)

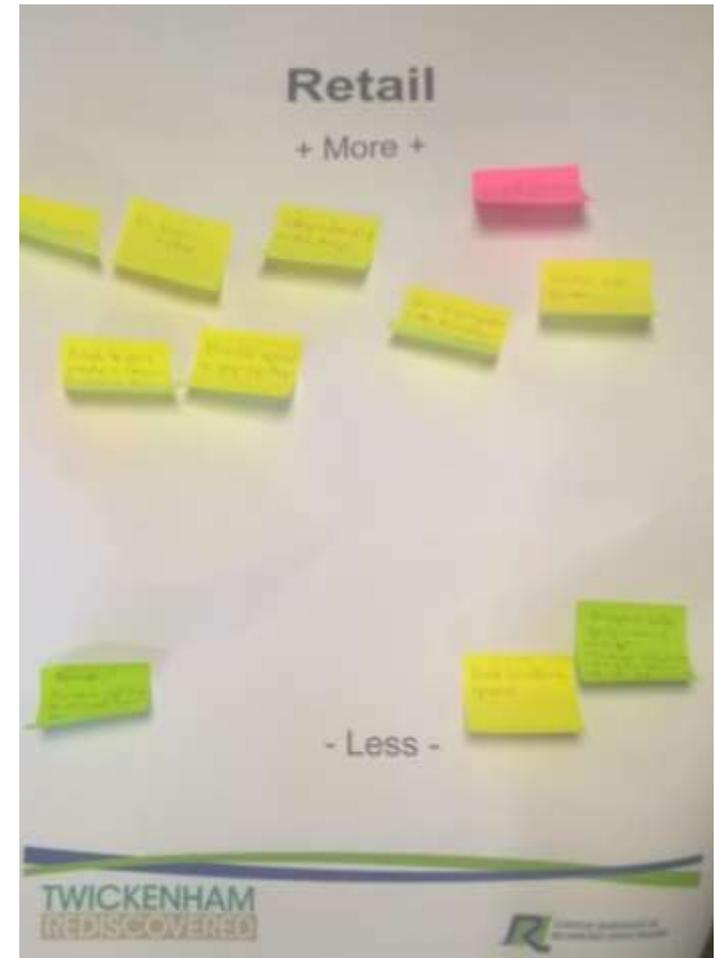


Table 4: Table Discussion (part 1)

For Business, the new heart for Twickenham should:

- Celebrate this stretch of the river – accessibility
- Give people a reason to come to Twickenham in order for retail to survive
- As users we'd like to see a hardware shop
- Music and entertainment shop – new tech
- A proper town square that's big enough for a farmers' market and/or another temporary market (books, records, antiques, recitals, fairs etc.)
- Put up covers for space – covered guildhall?
- A mix of uses and spaces
- Bike hire, bike shop, café, visitor information centre
- Maintain and enhance the working wharf (5 existing piles in need of maintenance)

Table 4: Table Discussion (part 2)

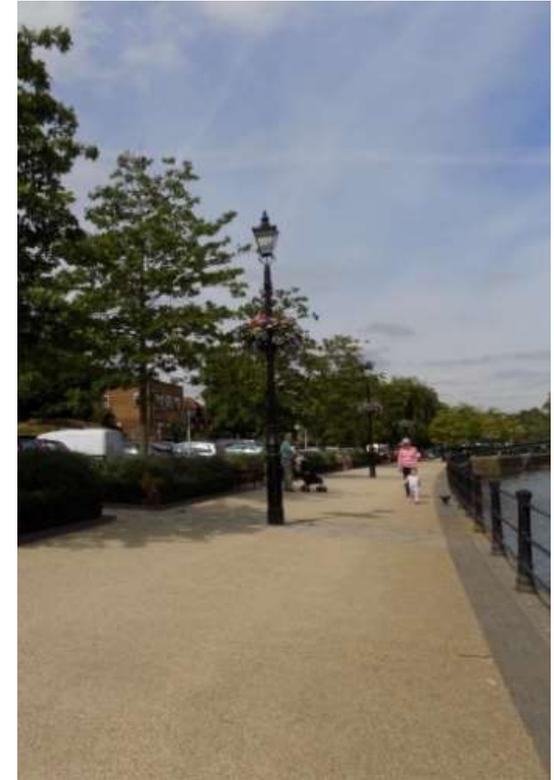
For business, the new heart for Twickenham should **NOT**:

- Ignore the river
- Try to compete with Richmond and Kingston i.e. not look at a lot of retail

Table 4: Table Discussion (part 3)

For business, the new heart for Twickenham might have to:

- Understand how many people come in from outside the town / borough. How do we attract them, keep them here, supporting local businesses?



Other feedback

- Good improvements have been made in the town centre so far (e.g. the main road)
- This type of consultation is good, it is something we have not had before
- It is impossible to answer any of the above until we know how much the Council expects as a minimum to earn from the site
- Incredible! No information on population trends or accommodation trends. How can we do anything but make a point?
- It depends on the type/age/income of the existing population. How can you estimate the retail if we have no information on the people who will use the retail?
- Parking in the area is a problem
- Pop-up shop open in hours where those who commute out of the borough for work can attend
- Shop floor space is not large enough to attract big brands

Issues Board

- Use the term 'riverside' not 'heart of Twickenham'? It needs to be geo-specific
- What is the local population increase in a one mile radius of Water Lane?
- What about the majority who don't engage – I don't think they care about what businesses, the type etc. they would like to see on the site

**We will look to respond to any questions raised at the workshops over the next few weeks.*