

**INVEST**  
IN RICHMOND  
UPON THAMES



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## RETAIL SERVICES

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**Invest in Richmond upon Thames**

*We're London and more*

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**R** LONDON BOROUGH OF  
RICHMOND UPON THAMES

# Great Place to Do Business

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Richmond upon Thames has an affluent catchment population with a high disposable income. The Council is supportive of the Borough centres and parades and its town centre opportunities fund and recent introduction of 30 minutes free parking supports local retailers. Richmond upon Thames has a high proportion of independent shops, from speciality antiques to bespoke jewellery and fashion, all of which contribute to the 'boutique feel' within the Borough. A unique borough which provides all the advantages of London coupled with the benefits of village and community lifestyle.

There is excellent transport by bus, rail and car to and around Richmond upon Thames. In addition, there are a number of thriving business networks which support the sector locally, including the Richmond Borough Chamber of Commerce and thebestofrichmond.

The heritage of the Borough with its range of stunning listed buildings, many along the River Thames, provides a range of shopping experiences. Richmond town centre is a premium shopping destination and has a thriving night-time leisure and visitor economy. Small parades, district centres (Teddington, Twickenham, Whitton and East Sheen) and a retail park in Kew offer a wide variety of trading opportunities. Twickenham's Church Street has a range of specialist small shops and restaurants with al fresco dining in the summer.

## Key Companies already here

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- Major food retailers represented in the borough include: Waitrose, Sainsburys, Tesco and M&S and Lidl
- Key companies in Richmond Town Centre include: House of Fraser, Max Mara, Zadig & Voltaire, Margaret Howell, Karen Millen, Joseph, Ted Baker, LK Bennett, Timberland, Phase 8, Fenn Wright Mason, Jigsaw and Whistles. As well as L'Occitane en Provence and Molton Brown.
- There are also a range of speciality and independent stores including antique and jewellery shops. Examples include the William Curley Patisserie in Richmond and Yellowwedge Cheese in St Margarets.

“When we moved to St Margaret’s in 2002 the feeling of a ‘village’ community was immediately apparent. And this community spirit has surrounded and supported us since opening Yellowwedge Cheese in 2007, with discerning local shoppers who value the availability of good quality independent traders. Even though we now have a national reputation, it is our loyal local customer base, and the opportunity to be part of fantastic events like the Crown Road Fairs, which remain at the heart of our business.”

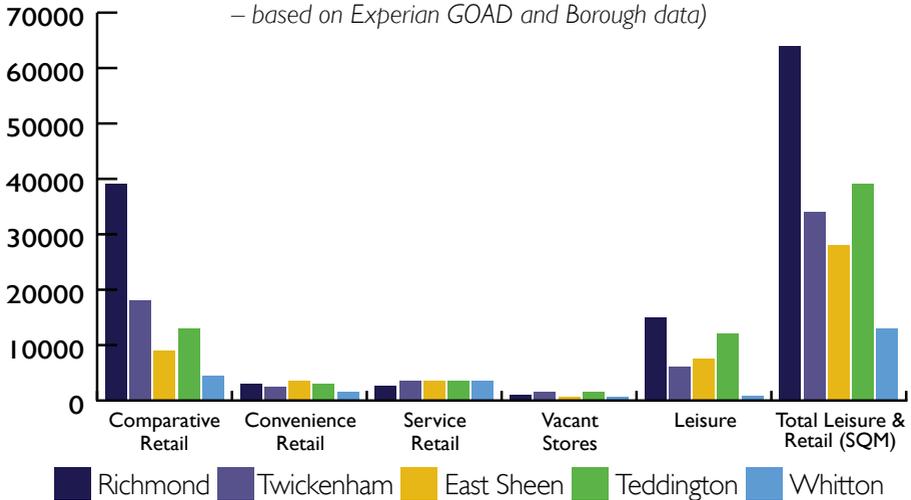


***Philip Brocklehurst and David Harries, Yellowwedge Cheese, St Margarets***

# Property Offer

## Estimated Retail space (sqm) across the 5 largest town and district centres

(London Town Centre Health Check Analysis Report December 2009  
– based on Experian GOAD and Borough data)



- In excess of 140,000 square metres of total floor space across the 5 main centres and 1400 retail units across the borough.
- The borough yields 5% on retail properties compared with 4.25% in the West End.
- Compared with the ever-increasing rental costs of central London, Richmond upon Thames' Zone A retail space offers a pleasant and affordable alternative (costing between £55 – £200 per square foot depending on the centre).
- Although shops are generally smaller than the average our centres have attractive buildings and streets and their overall high quality environment make them a unique place to shop and set up business, offering something different from the ordinary town centre.
- Kew Retail Park provides a successful mix of stores to the east of the borough.

## People with skills and talent

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Richmond upon Thames has around 7,700 jobs in retail with 4,600 (4.7%) employees in sales and customer service employment. These workers tend to commute to the borough from the surrounding boroughs of Hounslow and Kingston. Local training providers such as Richmond upon Thames College, Richmond College of Adult Education and Hawk Training provide customer service and other training courses at a range of levels, to suit the needs of employers in this sector.



“Founded as a family bakery business on Tyneside in the 1930s, Greggs has been baking for over 70 years and has grown to over 1,400 shops across the UK. Greggs has had a presence in Twickenham for around 14 years, supplying over 300 shops in the South East region and employing around 240 local staff. Richmond has provided us with an excellent location for our business with good access to both our main customers and staff.”

*Ian Blackwood, Bakery Operations Manager, Greggs*

## Key facts and figures

- The retail sector is the third largest in England, with over 2.4m people employed in 2008, approximately 10% of total workforce.
  - A population of over 189,000, a presence of wealthy residents with above average earnings and higher disposable income.
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- Around 80% of people of working age are currently employed.
  - Locally, retail is also the third largest sector in the borough with 7,700 jobs in 2008, a higher proportion than in central London and in line with the national average.
  - Retail activity is concentrated around the borough's town centres, Richmond, Twickenham, Teddington, East Sheen and Whitton.
  - There is a strong retail sector in the 7 local centres, 8 neighbourhood centres and 15 local parades providing a range of shops and services for the local community that reflect the spending power of the local residents.
  - Annual expenditure for convenience goods across the catchment area was estimated to be £544.3 million in 2009.
  - Annual comparison goods expenditure across the catchment area was estimated to be £822.8 million for non-food items in 2009.