

London Borough of Richmond upon Thames  
Unitary Development Plan: First Review

**Annual Monitoring Report 2004**

Produced by the Policy & Research Section – September '04

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## 1. Introduction

1.1 Review and monitoring are key aspects of the Government's "plan, monitor and manage approach" following the reform of the planning system. It is currently good practice to produce an Annual Monitoring Report (AMR). In the future it will be a requirement of the Town and Country Planning (Local Development) (England) Regulations 2004. This Report forms a key part of the evidence base on which Local Development Document policies (to replace the Unitary Development Plan (UDP)), are formed.

1.3 An initial set of indicators published in 1999<sup>1</sup> will (as modified) form part of policy STG 14 (monitoring & review) when the Review Draft UDP is adopted. Others have also been included in this report. In all, 31 indicators were agreed following internal consultation. It is anticipated that the indicators will be revised as the Council's monitoring system develops and more data become available. Others will need to be developed, for example to monitor sustainability targets. The aim is to provide baseline information, which as subsequent AMRs are produced, will allow a time series picture to be built up.

1.4 The Report pulls together data from other sources in the Council, and includes a limited number of Best Value Performance Indicators particularly where data are limited. Every attempt has been made to avoid duplication of effort with regard to data collection and thus some UDP indicators have been chosen from the Audit Commission "Library".

### Community Plan 2003-6

1.5 The Community Plan sets out a series of objectives and targets to be met over a three year period in order to meet its vision of Richmond upon Thames being a place where people:

- take pride in the borough;
- feel safe;
- live in a clean and pleasant environment; and
- enjoy good quality well managed services that are value for money.

1.6 Targets related to the environment and civic pride which have a bearing on planning are as follows:

- by March 2005 350 units of affordable housing will be completed (see Indicator 16).
- reduce the number of people killed or seriously injured on our roads by 16 March 2004 and the numbers of children killed or seriously injured by 1 (see Indicator 14).
- with the support of partners, deliver post-16 education on some school sites by 2006-7 (see Indicator 3).

### Quality of Life indicators

1.7 Work begun by the Central-Local Information Partnership (CLIP) Task Force on Sustainable Development<sup>2</sup> towards developing a menu of 20-30 indicators of sustainable development was taken forward by the Audit Commission who published a set of voluntary indicators in December 2002 designed to monitor community strategies (the Community Plan in Richmond upon Thames). A number of these indicators are included in this Report. Not all are directly related to land-use planning, but measure progress towards wider economic and social objectives.

### Best Value & Audit Commission Performance Indicators

1.8 The Best Value process has resulted in a statutory performance management framework under which various national performance indicators have been set. The Audit Commission continues to set local authority performance indicators in order to facilitate comparison between authorities. The Best Value Performance Plan is published every year as required by government. Its aim is to inform local people and organisations about the Council's services and activities and how well they are being provided.

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<sup>1</sup> Appendix D to Environment Committee Item 2 : UDP: First Review: Deposit Draft Objections, 7<sup>th</sup> December 1999.

<sup>2</sup> Then Department of Environment, Transport & the Regions, Local Government Association and I&DEA (Improvement and Development Agency)

### **Deriving indicators**

- 1.9 It was felt that the UDP would be more effectively monitored by producing indicators closely relating to policies rather than strategies, and in many cases this has been achieved. Clearly, it is not practical to produce an indicator for each policy. Indicators have also been devised to provide information for potential policy revision.
- 1.10 The UDP indicators will, as far as possible, be produced on an annual basis, by financial year, in order to be consistent with Best Value indicators. However, not all can be produced so frequently due to limitations in data sources. All figures in this report are therefore per annum, unless otherwise stated.

✓ = target met  
 X = target not met  
 ○ = good progress

### List of targets & progress towards achievement

Target	Progress towards target
Less than 5% departures	✓
Percentage of appeal decisions allowed is less than 40%	✓
10% of proposal sites each year plan is operational	✓
Section 106 agreements secured	n/a
No loss of / inappropriate uses on Green Belt, Metropolitan Open Land, Other Open Land of Townscape Importance and Public Open Space	○
No loss of Listed Buildings or Buildings of Townscape Merit	✓
Reduction in number of buildings on the English Heritage "At Risk" Register at a rate of x% per year	✓
Increase in number of Conservation Areas as appropriate	✓
Increase in number of Conservation Area Studies published to meet agreed timetable	✓
Increase in number of Buildings of Townscape Merit designated as appropriate	✓
Appropriate increase in Article 4 Directions made	✓
Percentage of total length of footpaths and other rights of way which are easy to use by members of the public	✓
Six Travel Plans secured each year	✓
Reduction in number of road accidents and casualties in line with national and Public Service Agreement targets	X
40% of new housing units are affordable housing	X
1996-2006 strategic dwelling requirement of 4550 dwellings in the Borough is achieved.	✓
95% of new housing built on previously developed land	✓
10% of homes built to wheelchair standards on developments of 10 or more	○
At least 25% of new housing units should be small (1-bed units)	✓
85% of employment floorspace created in Richmond & districts centres	○
3% or below of economically active residents unemployed	✓
Net increase of 150 firms per annum registering for VAT in the borough.	○
Net increase in stock of employment floorspace by 1% per annum	-
Modest increase in people of working age in the borough	✓
Modest increase in number of employees in employment per annum	X
No net loss in floorspace of community facilities	✓
90% of increase in retail provision in Richmond and district centres	○
No loss of basic shops & facilities in smaller centres	X
Maintain proportion of retail uses in key shopping frontages at existing levels	✓
No Super Output Areas in the borough are in the top 25% of deprived Super Output Areas in England.	✓
Death rate by cause	-

## 2: Implementation

<b>Indicator 1: Departures</b>
indicator: No. of departures (planning applications granted contrary to development plan)
target: less than 5% departures of total applications
purpose: support for Council policies in line with plan-led system
data source: Development Control monitoring
There is no specific UDP policy dealing with departures to the Plan. Bearing in mind the importance of s.54a of the 1990 Town and Country Planning Act, which states that planning applications should be made in accordance with the Plan unless material considerations indicate otherwise, it is necessary to measure the level of departures to assess how well the plan-led system is operating.

progress towards target:



### Number of departures

quarter ending	departures granted
June 03	2
September 03	4
December 03	6
March 04	6
<b>Total</b>	<b>18</b>

Only a very small number of applications (less than 1%) are granted as departures from the development plan.

<b>Indicator 2: appeal decisions allowed</b>
indicator: No. of appeal decisions allowed
target: percentage of appeals allowed is less than 40%
purpose: assess strength of policies at appeal
data source: Appeals Section monitoring

progress towards target:



### Appeals data

Appeals	number	percentage
Allowed	54	25.0
Part allowed	6	2.8
Dismissed	134	62.0
Withdrawn	22	10.2
<b>total</b>	<b>216</b>	

Excluding those which were part allowed or withdrawn, some 71% of appeals were dismissed. Conversely 29% of appeals were successful, which compares favourably with a national average rate of 36% (PINS website.)

There was one instance of costs being awarded against the Council, and one awarded in favour of the Council with another to be negotiated.



<b>Indicator 3: Implementation of proposal sites</b> <b>[Community Plan indicator]</b>
indicator: % of proposal sites developed each year plan is operational
target: 10% of proposal sites developed each year plan is operational
purpose: to assess whether plan proposals are being implemented
data source: Decisions Analysis
summary of key UDP policy: <ul style="list-style-type: none"> <li>This indicator deals with implementation of proposals sites in the Plan. This is related to market conditions, but could also indicate that some proposals are not commercially attractive.</li> </ul>

**progress towards target:** 

The number of proposal sites implemented is double the target of 10%. (This includes proposals for dual use on education sites.)

### Implementation of proposals sites

	number of proposals	percentage
implemented	22	20
not implemented	73	66.4
partially implemented/ under construction	15	13.6
proposal deleted <sup>*1</sup>	8	
no information	18	
<b>total <sup>*2</sup></b>	<b>110</b>	

\*1 = Change in circumstances has led to proposal being deleted.

\*2 = Total excludes proposals which have been deleted, or where information is unavailable.

In addition, there are a number of large schemes which are currently under construction including:

- proposal B8 - Barnes Police Station - community, employment, housing, short term parking.
- proposal K1 – Kew Sewage works - housing, community use, open space, primary school, business, recreation, nature conservation, pedestrian and cycle route link
- proposal K3 – Kew Riverside - housing/ nature conservation
- proposal D15 – Harcros Hampton Wick - river related uses, employment, leisure, residential, riverside walk
- proposal D1 – Normansfield - institution use/ hotel/ training centre, leisure, open space, nature conservation, housing
- proposal T29 – Brunel University College – mixed use scheme.

### Community Plan target

Proposal T4: the Post Office Sorting Office Site includes the option for provision of post-16 education use. Although somewhat off implementation, the proposal has been endorsed by the Second UDP Inquiry Inspector and indicates the Council's intention to meet the Community Plan target regarding post-16 education.

<b>Indicator 4: Section 106 obligations</b>
indicator: number of section 106 obligations agreed per year
target: no target is applicable since s.106 obligations relate to developments coming forward and should only be in place where necessary.
purpose: to monitor numbers of planning obligations
data source: Development Control monitoring
summary of key UDP policy: <ul style="list-style-type: none"> <li>The policy provides overall guidelines for the use of planning obligations and includes a list of types of obligations.</li> </ul>

### Summary of types of obligations

type of obligations	number	monetary value where applicable
educational contributions	12	£853,500
transport- related	6	£290,000
parking (usually restriction)	5	-
town centre/ CCTV	3	£140,000
affordable housing	3	-
other	8	-
total	37	£1,283,500

Note: there can be several elements to each agreement.

Planning obligations are embodied in legal agreements whereby developers obligate to undertake actions required by the local authority, or contribute in benefit or in kind towards measures required in order to obtain planning permission.

Section 106 agreements securing educational contributions are the most frequently applied and have the highest combined monetary value. The Council is currently developing a Contributions Strategy designed to outline and clarify the Council's approach, policies and procedures.

### List of Obligations for financial year 2003/4

Ref No. and Decision Date	Address	Contribution Type
02/3606/FUL 4/8/03	Crane Mead Court, Whitton Road	Restriction on parking permits
02/0710/FUL 14/8/03	237-241 Lower Mortlake Road	Construction of lay-by up to £35k
01/2014/FUL 9/6/03	9-11 Upper Richmond Road West	£10k for pedestrian crossing or other highway works £6,084 for education
02/1036/FUL 8/4/03	196-198 Castelnau	a) parking permits restriction
02/1858/FUL 3/4/03	63-71 High Street, Teddington	a) £9K contribution to CPZ
02/3022/FUL 23/4/03	Hotham House, Richmond	£20k for CCTV £20k for town centre improvements
02/3794/FUL May 2003	R/o 50-52 Campbell Road	£4,592 for education
03/0531/FUL 22/5/03	All Saints Church Hall	a) £15,268 for education S106 condition completed 15/9/03
01/3139/OUT	37/39 Hampton Road,	a) £19860 for education

13/8/03	Teddington	
03/0038/Ful 18/8/03	Ailsa Tavern, St Margarets Road	a) £10,676 for education
O2/3300/FUL 15/9/03	51 Strawberry Vale	a) access to riverside walk
03/01678/FUL 11/9/03	Albany PH, Queens Road, Twickenham	provision of affordable housing £35128 education supplement restriction on parking permits
02/2395/FUL 29/9/03	81/87 Petersham Road	river related use on lower ground floor £50k for CCTV, lighting and highway/environmental improvements
02/3710/FUL 26/9/03	24 Waldegrave Park	a) £10,676 education supplement
03/2692/FUL 20/22/03	122 Heath Road	a) restriction on parking permits
03/2570/FUL 6/11/03	Norcutt house, Twickenham	a) £68,674 for education supplement b) 10 affordable flats, 8 for rent, 2 for shared ownership
03/1979/FUL 11/09/03	10 Glamorgan Rd, H/W`	£29,044 for education supplement
03/2183 11/12/03	The Studio, Ormond Rd. Richmond	Restrict one new house to no parking permits
03/2506/FUL 5/02/04	The Hollies, Fifth Cross Rd	£24,452 for Education £15,000 for highway works at nearby junction
03/3565/FUL 19/2/04	R/o 20-22 Cromwell Rd, TD	£10,676 (approx)
02/3734/FUL 29/10/03	Brunel University site, St Margaret's Road	6 years from material start to sell to Affordable Housing to RSL Health centre ready for occupation prior to 90% occupation of market housing First Ed supplement £303,180.00 Second Ed supplement £303,180 Public access areas Use of public access areas Public routes Highway improvements £221.000. This includes £80k for riverside improvements Construction traffic scheme Use of river for waste removal Keep open Ranelagh Drive gates Play equipment on Affordable Housing playspace
97/1679/FUL	R/o 2-9 Station Approach, Kew	£12k for education £50k or landscape station forecourt

### 3: Open environment

#### Summary of key UDP policies:

Open Environment Chapter policies ENV 1, ENV 2, ENV 3 & ENV 4

- ENV 1: Protection and conservation of MOL, keeping it in predominantly open use
- ENV 2: Protection and enhancement of Green Belt. There is a general presumption against development in the Green Belt.
- ENV 3: Protection and enhancement of OOLTI. Development on adjoining sites will take into account any possible visual impact on the character of open land
- ENV 11: retention and improvement of public open space

**Data source:** LBRuT Decisions Analysis system

#### Indicator 5: Loss of/inappropriate uses on Green Belt, MOL, Other Open Land of Townscape Importance and Public Open Space.

indicator: Inappropriate development on land protected by open space designations

target: No loss/ inappropriate development on land protected by open space designations

purpose: to assess level of inappropriate development allowed

progress towards target:  Good progress, but target not fully

#### Completions on open space designations in financial year 2003/4

designation	planning application	site	description	explanation
Metropolitan Open Land & Public Open Space	00/2371	Twickenham Golf Course Staines Road Twickenham	Erection Of A 6882m2 Golf, Racquets And Fitness Facility, With Associated (part Illuminated) Outdoor Tennis Courts, Access And Car Parking. Provision Of An Equipped Children's Play Area. Alterations And Improvements To Existing Nine-hole Golf course	Long-standing UDP proposal for indoor sports centre on non-MOL portion of site, which is POS. There is a level of community use.
Metropolitan Open Land	00/2883	Orleans Park School, Richmond Road, Twickenham	Mary's C Of E Primary School To Two Forms Of Entry To Meet Demand For Additional Primary School Places (illustrative Elevations Only).	Need for new school endorsed by UDP Inspector (First Inquiry).
completed at end of April 2004:				
Metropolitan Open Land	02/1396	Harrodian School Lonsdale Road Barnes	Construction Of 2-storey Detached Building Comprising Ground Floor Tuck Shop And First Floor 1-bed Caretakers Flat.	Educational Use already agreed on site.

Only 2 developments were completed within the last financial year, one an educational use, and the other a long-standing leisure use. Another development was completed just after the financial year ended, also an educational use (proposal T33) for which the Inspector (First Inquiry) into the First Review UDP accepted an educational need.

There were no developments completed on land with Green Belt status.

**summary**

In general the policies are operating well. The 3 developments completed on protected open land are longstanding UDP proposals, having significant community benefits.

## 4: Conservation & built environment

### Summary of key UDP policies:

Built Environment Chapter policies BLT 1, BLT 2, BLT 3 & BLT 4

- BLT 1: continue to designate of conservation areas & extensions to protect areas of special character
- BLT 2: protection & enhancement of character & appearance of Conservation Areas
- BLT 3: encouragement of preservation of ancient monuments and listed buildings & to ensure that they are kept in a good state of repair, prohibition of demolition
- BLT 4: encouragement for the preservation & enhancement of buildings of BTMs & will use its powers to protect their character & setting

**Data source:** Urban design monitoring

<b>Indicator 6: Listed Buildings &amp; Buildings of Townscape Merit</b>	
<b>indicator</b>	number of Listed Buildings or Buildings of Townscape Merit demolished
<b>target</b>	No loss of Listed Buildings or Buildings of Townscape Merit
<b>purpose</b>	protection of most important buildings in the built environment

**progress towards target:** ✓

No Listed Buildings or Buildings of Townscape Merit (BTMs) were demolished.

BTMs are buildings or groups of buildings or historic or architectural interest which contribute significantly to the townscape, but are not on the statutory list.

<b>Indicator 7: Buildings on "At Risk" Register</b>	
<b>indicator</b>	number of buildings on/added/removed from the English Heritage "At Risk" Register per year
<b>target</b>	reduction in no. of buildings on "At Risk" Register at reasonable rate per year
<b>purpose</b>	monitor change to the most important buildings in the built environment

**progress towards target:** ✓

The Register is published annually and brings together information on all Grade I and II\* listed buildings, and scheduled ancient monuments (structures rather than earthworks), known to English Heritage to be 'at risk' through neglect and decay, or vulnerable to becoming so. In addition, Grade II listed buildings at risk are included for London.

Most of the buildings and structures are in poor to very bad condition, but a few in fair condition are also included, usually because they have become functionally redundant, making their future uncertain.

There are 14 buildings currently on the Register. 5 have been removed and 2 added since last financial year, so that overall positive progress towards the target has been made.

Buildings on the 2003 English Heritage "At Risk" Register (published Aug 2003) :

[Barnes Railway Bridge, Barnes, Richmond upon Thames](#)

[Barnes Railway Bridge, Barnes, Richmond upon Thames](#)

[8 King Street, Richmond upon Thames, Richmond upon Thames](#)

[United Reformed Church, Little Green, Richmond upon Thames, Richmond upon Thames](#)

[The Gallery at Doughty House, 142 Richmond Hill, Richmond upon Thames, Richmond upon Thames](#)

[Normansfield Hospital, Kingston Road, Teddington, Richmond upon Thames](#)

[Loggia and grotto in grounds of Thames Eyot, Cross Deep, Twickenham, Richmond upon Thames](#)

[Pope's Grotto in grounds of St James Independent School for Boys, Cross Deep \(east side\), Twickenham, Richmond upon Thames](#)

[Strawberry Hill, Waldegrave Road, Twickenham, Richmond upon Thames](#)

[Old Brew House,  
Bushy Park, Teddington, Richmond upon Thames](#)

Sion House, 2 Sion Road

Kilmorey Mausoleum, Twickenham

the following added in 2003:

[Watchman's box and village lock-up, Petersham Road, Petersham, Richmond upon Thames](#)

Normansfield Hospital theatre, Kingston Road, Teddington

the following removed in 2003:

Nos 1 & 2 Boathouses, Platts Eyot

Cottage in Grounds of Pembroke Lodge, Richmond Park

Doughty House, 142 Richmond Hill

Boundary walls to York House

**Indicator 8: Number of Conservation Areas**

<b>indicator</b>	number of Conservation Areas or extensions to existing Conservation Areas designated
<b>target</b>	increase in numbers as appropriate
<b>purpose</b>	monitor policy intention to increase numbers in order to protect character of area

**progress towards target:** ✓

There were 70 Conservation Areas designated at March 2004 including 5 new Conservation Areas:

- Richmond Road, East Twickenham
- Holmsdale Avenue, East Sheen
- Parkleys Estate, Ham
- Sheen Lane, Mortlake
- Sheen Common Drive, Richmond

and 5 new extensions:

- Kew Road, Richmond
- Broom Water, Teddington
- Central Richmond
- Ham Common
- Barnes Green

2 further Conservation Areas were agreed on 27<sup>th</sup> April:

- Kew Gardens
- Sheendale Road, off Lower Mortlake Road, Richmond.

**Indicator 9: Conservation Area Studies**

<b>indicator</b>	number of Conservation Area studies published
<b>target</b>	to meet Committee timetable
<b>purpose</b>	to meet requirements of legislation

**progress towards target:** ✓

37 Conservation Area Studies have been published including 7 new studies:

- Barnes Common
- Mil Hill, Barnes
- East Sheen Avenue
- Christchurch Road, East Sheen
- Model Cottages, East Sheen
- White Hart Lane, Barnes
- Thorn Passage, Barnes

The text of a further 5 have been agreed at Cabinet:

- Kew Gardens
- Kew Road, Richmond
- Lawn Crescent, Kew
- Kew Foot Road, Richmond
- Sheendale Road, Richmond

Another 17 studies are in various stages of development.



<b>Indicator 10: Number of Buildings of Townscape Merit</b>	
<b>indicator</b>	number of Buildings of Townscape Merit designated
<b>target</b>	increase in numbers as appropriate
<b>purpose</b>	protection of most important buildings in the built environment

**progress towards target:** ✓

There are approximately 4890 BTMs in the borough, including 92 designated in the financial year 2003/4. Clearly this is good progress.

<b>Indicator 11: Article 4 Directions</b>	
<b>indicator</b>	number of Article 4 Directions
<b>target</b>	appropriate increase in Article 4 Directions
<b>purpose</b>	protection of most important buildings in the built environment

**progress towards target:** ✓

1366 properties are subject to Article 4 Directions including 60 new properties under direction in 2003/4. This indicator shows that the Council is actively seeking to extend its control within Conservation Areas as supported by English Heritage.

A direction under Article 4 of the Town and Country Planning (General Permitted Development) Order 1995 Order may prevent people exercising permitted development rights.

### **summary:**

Good progress has been made towards meeting all 6 indicators relating to conservation and the built environment. There has been a net decrease in the number of listed buildings on the Buildings at Risk Register, whilst there has been an increase in the number of Conservation Area designations/extensions, coupled with an increase in the number of Article 4 directions and Buildings of Townscape Merit. All of which contribute towards enhancing the borough's unique built environment.

In the case of number of new Conservation Areas designated, Article 4 directions made and BTMs designated, numbers may not continue to increase year on year, as the areas and buildings are finite, and as more are designated, the scope for further designations will become more limited.

The monitoring of the effectiveness of design policies is subject to a separate report of outcomes following an independent review of recently completed schemes (Urban DESIGN/Planning Outcomes, LBRUT, September 2004).

Further work is needed on developing streetscene indicators for inclusion in subsequent monitoring reports.

## 5: Transport

### Summary of key UDP policy:

Transport Chapter policies

- TRN 8: maintenance & improvement of pedestrian safety, in relation to crossing the road & pavement maintenance.
- TRN 10: maintenance & improvement of pedestrian environment – including regulation of traffic, street design, landscaping, signage & routes.
- TRN 3: Travel Plans are required for significant new non-residential developments and events.

**Data source:** Transport planning unless otherwise stated

<b>Indicator 12: Accessibility of footpaths</b>	
<b>indicator</b>	The percentage of total length of footpaths and other rights of way which were easy to use by members of the public.  <b>[BVPI 178]</b>
<b>target</b>	100% easy to use
<b>purpose</b>	to improve facilities for pedestrians

#### progress towards target:

This target was fully met in 2003/4, with 100% of footpaths/other rights of ways deemed easy to use.

The Council has just carried out part 3 of a 4 part programme to sign post most of the Borough's public rights of way, where they leave metalled roads. The signing programme, together with regular inspections have contributed towards the 100% target of rights of way easy to use.

#### Definitions:

Also BVPI 178, this indicator is the total length of rights of way, which were easy to use, as a percentage of the total length of all rights of way. Rights of way appear on the definitive map of public rights of way for the highway authority area.

Easy to use means:

- Signposted or waymarked where they leave the road in accordance with the authority's duty under s.27 of the Countryside Act 1968 and to the extent necessary to allow users to follow the path (a public right of way wholly within a built up area and with a hard surface provided along its complete length and with a clearly defined route may be excluded from measurement);
  - Free from unlawful obstructions or other interference, (including overhanging vegetation) to the public's right of passage;
  - Surface and lawful barriers (eg, stiles, gates) in good repair and to a standard necessary to enable the public to use the way without undue inconvenience.
- Surveys to assess easy to use should use the methodology developed by the Countryside Agency and the CSS as a benchmark standard, which is based on a minimum 5% random sample of lengths of paths.

<b>Indicator 13: Travel Plans secured</b>	
<b>indicator</b>	Number of Travel Plans secured with planning permissions <b>[Service Plan target]</b>
<b>Target</b>	6 achieved each year as per Service Plan (businesses not schools).
<b>purpose</b>	Promotion of Travel Plans in line with national guidance.
<b>Data source:</b> Plantech applications monitoring software	

**progress towards target:** ✓

Target has been met and exceeded as the table below shows:

**Permissions with Travel Plans in financial year 2003-4**

application ref	Address
02/0710	237-241 Lower Mortlake Road
02/3830	22 Bardolph Road, Richmond
03/0318	29-35 Holly Road
03/0960	Lebanon Park Day Nursery, Little Ferry Road,
03/1194	Elephant House, Victoria Villas, Richmond
03/2057	The Lodge At 69 The Green, Twickenham
03/2570	Norcutt House' And Units 1-3, 51, Norcutt Road, Twickenham

<b>Indicator 14: Reduction in accidents &amp; casualties</b>	
<b>Indicator</b>	Number of road accidents & casualties in borough in calendar year <b>[Community Plan &amp; BVPI indicator]</b>
<b>targets</b>	meet national & Public Service Agreement targets (see below)
<b>purpose</b>	To monitor progress towards achieving road safety

**progress towards target:** ✗ Target not met.

Data source: London Road Safety Unit (TfL), LBRuT Road Safety Plan 2004.

**Accidents**

In the calendar year 2003 there were a total of 614 accidents in the borough, 2 of which were fatal, 107 were serious and the remainder, 505, were slight. 162 accidents involved a pedestrian.

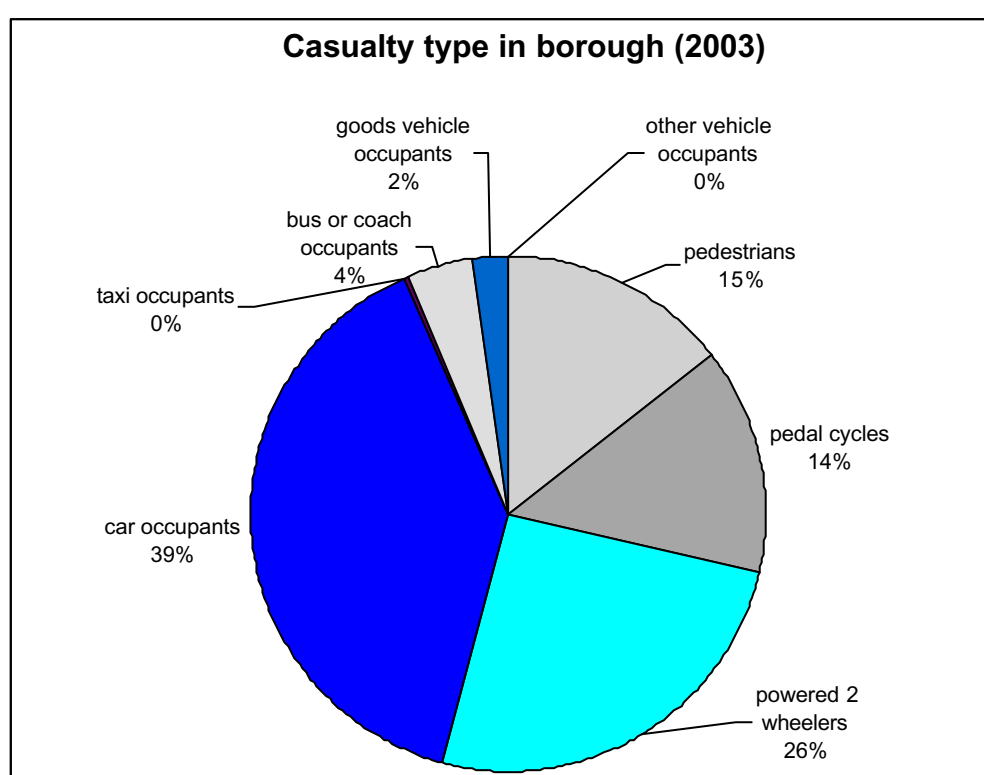
**Casualties**

There were 727 casualties in the borough in 2003, 2 were fatal, 122 were serious and 603 were slight.

### Casualties in borough in 2003 by mode of travel & severity

mode of travel	fatal		serious		slight		total	
	number	%	number	%	number	%	number	%
Pedestrians	1	50	32	26.2	73	12.1	106	14.6
pedal cycles	0	0	18	14.8	83	13.8	101	13.9
powered 2 wheelers	1	50	26	21.3	160	26.5	187	25.7
car occupants	0	0	38	31.1	246	40.8	284	39.1
taxi occupants	0	0	0	0.0	3	0.5	3	0.4
bus or coach occupants	0	0	5	4.1	24	4.0	29	4.0
goods vehicle occupants	0	0	3	2.5	14	2.3	17	2.3
other vehicle occupants	0	0	0	0	0	0	0	0.0
<b>Total</b>	<b>2</b>		<b>122</b>		<b>603</b>		<b>727</b>	

source: London Road Safety Unit (2003)



15% of all casualties involved pedestrians, and 14% involved cyclists. However the majority of casualties were car occupants.

### Trends & progress towards targets

#### (a) 2000 targets

In 1987 the government set a target to reduce casualties by one third from a 1981-5 average by the year 2000. This target has been met since 1998. However, there has been an increase in casualties of 3.4% between the end of 2002 & 2003. There has been an 8.6% rise in the number of serious injuries and a 1.5% rise in the number of slight injuries although fatalities have reduced significantly since 2002.

#### (b) 2010 targets

New targets have been set to be achieved in 2010 to be measured against the average of 1994-8 totals. This includes a 40% reduction in the number of people killed or seriously injured on the borough's roads from 135 to 81 casualties. This target is considerably more challenging and has not yet been met.

(c) Best Value Performance targets

In the main the BVPI targets have not been met.

**Measures towards improvement**

The Council's Road Safety Plan 2004 outlines the approach to meeting the government's casualty reduction targets). In 2000 the Borough entered into a Public Service Agreement with the government to achieve accelerated reductions in casualties for which additional monies were made available. A range of measures have been put in place which include developing partnerships with key stakeholders including TfL and the Metropolitan Police and policies to assist vulnerable road users including Safer Routes to School and Safety Education & Training.

**Summary**

It is recognised that transport-monitoring indicators require further development. However, in relation to the key objective of ensuring that developments which generate or attract large numbers of people are in accessible locations, the evidence in relation to employment and retailing floorspace is that this approach is being successful. The other key issue that the Plan directly impacts on is level of on-site car parking, this is a major concern of local residents and it is suggested this be subject to monitoring in future years.

## 6: Housing

<b>Indicator 15: affordable housing</b>
<b>indicator:</b> % of new housing units which are affordable housing
<b>target:</b> 40% of new housing units are affordable housing
<b>purpose:</b> to meet aim to provide much needed affordable housing for borough residents
<b>data source:</b> Decisions Analysis
<b>summary of key UDP policy: HSG 6</b> opportunities to maximise the provision of permanent affordable housing will be sought. It will be expected on sites (a) capable of providing 15 or more units, (b) of 0.5 hectares or more. The Council expects that over the Plan period 40% of all new units will be affordable housing.
<b>progress towards target: <span style="color: red;">X</span> Progress of 17% is less than the 40% target</b>

In 2003/04, 45 additional new units of affordable housing were completed. 24 of these were on the three sites 'capable of 15 units' which were completed during that time, and negotiated through the planning process. 7 were on a site owned by a Registered Social Landlord, 7 were on former Council-owned sites. In addition, a care home was redeveloped at Laurel Dene, providing 97-beds rather than the previous 35. (A care home counts as one unit for monitoring purposes).

The 45 units form 18% of the 246 total units completed in the financial year. While this is well short of the 40% called for in the policy, a number of factors need to be borne in mind:

1. The Monitoring Report covers the data for one year, rather than to the Plan period, to which the 40% refers.
2. Only one of the sites negotiated through the planning process was for 40% affordable housing: the other two were negotiated at a time when 25% affordable housing was the policy figure.
3. There were three sites of 10-14 units on which affordable housing would have been sought, had the threshold in policy been 10, as proposed by the Council, rather than 15, as prescribed by Circ 6/98. These produced totals of 36 units gross, 29 net, and had the potential to provide up to 12 units of affordable housing. This would have raised the proportion to 22%.
4. A higher number and proportion of all schemes are small, coming in at below 10 units gross, so opportunities to negotiate affordable housing have reduced.

Looking ahead: It is anticipated that in the 2004-2006 period several substantial sites with 40% affordable housing will have been completed – Normansfield (2005/06) and Kew STW (part 25%, part 40%. Completion due Jan 2005), Kew Riverside (25%. Completion expected Aug 2005) with the Brunel site following (completion expected March 2007). In addition the former Council-owned site at Mill Farm will provide 75 affordable homes, due for completion October 2004. In the longer term, there should be opportunities on sites such as the Water Treatment Works at Hampton (UDP Proposal site H1), and in the Crane Valley (Harlequins, Richmond College and the Post Office site).

**Affordable Housing Completions per calendar year 1992 - 2003**

	Total completions	Affordable housing units*		Total affordable	Affordable as % of total completions
		Private sector sites*	LA/RSL owned sites		
1991	219	none	33	33	15%
1992	360	44	69	113	31%
1993	204	64	13	77	38%
1994	257	26 (6)	49	75	29%
1995	387	29 (18)	76	105	27%
1996	304	21 (15)	15	36	12%
<b>Total 1992-6</b>	<b>1512</b>	<b>184</b>	<b>222</b>	<b>406</b>	<b>27%</b>
1997	90	5 (3)	-5	0	0%
1998	479	61 (42)	31	92	19%
1999	552	13	1	14	3%
2000	475	67 (32)	16 + 3 RSL site	86	18%
2001	162	14	5	19	12%
<b>Total 1997-01</b>	<b>1758</b>	<b>160</b>	<b>51</b>	<b>211</b>	<b>12%</b>
2002	349	41 (2)	7	48	14%
2003	209	31	9	40	19%

Figures are net of demolitions

\* includes units for which a financial contribution to the Affordable Housing Fund was agreed as an alternative to on-site provision. The number of units concerned is put in brackets afterwards.

Some units partly funded from the Affordable Housing Fund (e.g. 5 in 1997, 23 in 1998, 9 in 2002)

Data for 1999 include the Barn Elms development, where 15 of the 336 units were affordable. (Permission granted 1991 as enabling development for Wildfowl and Wetlands Trust scheme)

<b>Indicator 16: housing completions</b>
<b>indicator:</b> number of housing units built annually (completions) <b>[Community Plan indicator]</b>
<b>target:</b> 1992-2006 strategic dwelling requirement of 4550 dwellings in the Borough is achieved
<b>purpose:</b> to monitor ability to meet regional requirement
<b>data source:</b> Decisions Analysis
summary of key UDP policy: HSG 1 The Council will seek to ensure that the dwelling requirement is met.
<b>progress towards target: Satisfactory</b> ✓

Residential completions during the financial year totalled 246 units net.  
The table below sets out the progress towards the regional housing figures as at April 2004.

### Progress towards housing provision figures

Three figures for housing provision need to be borne in mind.

Firstly, the housing provision figure in RPG 3 (1996) and Policy HSG 1 in the UDP First Review Deposit Draft, May 1999 is 4550 additional units Jan 1992 - Dec 2006 (15 years). This was superseded by the London Plan in February 2004.

Secondly, the figure for conventional housing capacity in the GLA Report on London's Housing Capacity Study of September 2000 (Table 10) was 4861 additional units between 1 Jan 1997 - 31 Dec 2016 (20 years). This figure is recognised in UDP First Review Policies STG6 and HSG1.

Thirdly, the figure in the London Plan for LB Richmond upon Thames is 5360, including an allowance of 500 for 'unconventional capacity' in the London Housing Capacity Study.

Progress towards these figures as at 1st Jan 2004 was as follows:

1. Completions 1 Jan 1992 - 31 Dec 1996 (5 years)	1512
2. Completions 1 Jan 1997 - 31 Dec 2003 (7 years)	2316
3. Permissions outstanding at 1 Jan 2004	1755
4. UDP proposals and other known large sites expected to be completed by Dec 2016 but not included above	840 approx.

### Summary

Items 1) and 2), which total 3828, together with Item 3) show that the allocation of 4550 units 1992 - 2006 is likely to be exceeded.

Items 2) to 4) above show progress towards the Housing Capacity Study figure of 4860/5360 between 1997 and 2016. They total 4911.

Note: The housing provision figure in RPG 3 (1989) and Policy HSG 1 in the UDP adopted in October 1996 was 4000 additional units Jan 1987 - Dec 2001 (15 years) This target was met. Completions 1 January 1987 - 31 December 2001 totalled 4936.




**HOUSING COMPLETIONS (NET) by calendar year**


																		Average per annum		
	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997*	1998	1999	2000	2001	2002	2003	1987-91 (5 yrs)	1992-6 (5 yrs)	1997-01 (5 yrs)
New build & extensions	232	294	361	314	175	304	188	187	386	284	82	418	511	418	131	290	158	275	270	312
Conversions	46	55	73	43	44	45	6	7	-6	11	-17	21	20	32	-12	25	36	52	13	9
Change use	n/a	n/a	n/a	n/a	n/a	11	10	63	7	9	25	40	21	25	43	34	15	n/a	20	31
<b>Total</b>	<b>278</b>	<b>349</b>	<b>434</b>	<b>357</b>	<b>219</b>	<b>360</b>	<b>204</b>	<b>257</b>	<b>387</b>	<b>304</b>	<b>90</b>	<b>479</b>	<b>552</b>	<b>475</b>	<b>162</b>	<b>349</b>	<b>209</b>	<b>327</b>	<b>302</b>	<b>352</b>
																		Tot=1637	Tot=1512	Tot=1758

Source: Decisions Analysis System  
 Figures are for net gains on site

\* The 1997 figures are unusually low. This may reflect reality, but may also result from a change in computer systems. The total for 1999 is unusually high: one site in Barnes accounted for 321 units.


<b>indicator 17: Percentage of new housing built on previously developed land</b>
target: 95% of new housing built on previously developed land
<b>[BVPI 106]</b>
purpose: monitoring the need to use land efficiency & ability to meet the government's brownfield land targets.
data source: Decisions Analysis
summary of key UDP policy: STG 3 to ensure that new development is consistent with the need to conserve energy and resources and to reduce pollution. To reduce the need to travel.
<b>progress towards target:</b> 
<b>Yes</b> , the target has been met and exceeded.

During the financial year, 100% of new housing was built on previously developed land. The borough is a typically built-up London borough with few sites which would fall outside widely-drawn definition of a brownfield site in PPG 3. The majority of open land is covered by protective designations.

<b>Indicator 18 : wheelchair standards</b>
<b>indicator:</b> % of homes built to wheelchair standards
<b>target:</b> 10% of homes built to wheelchair standards on developments of 10 plus
<b>Purpose:</b> to meet the need to provide homes for those with mobility problems
<b>data source:</b> Decisions Analysis
summary of key UDP policy: HSG 8 on developments of 10 plus, 10% of housing units should be specifically designed for or adapted to the Council's standards for wheelchair housing.
<b>progress towards target:</b> partial 

Homes to wheelchair standards were completed on five schemes of ten or more units gross completed during the financial year, namely 20 Cambridge Park Twickenham, 14-32 Mortlake High Street, 77 Mortlake High Street, 46-48 Grange Avenue Twickenham, and Kingswood Court Richmond. These schemes provided 111 units gross (89 net) between them, with more than 6 units to wheelchair standards. The number of wheelchair units in one scheme is not recorded.

Three other schemes of ten or more units were completed during the year - at Ormond Avenue Hampton, Land at corner of Station Rd/Willow Avenue Barnes, and at 27 Elmers Drive. It appears that no housing to wheelchair standards was achieved on these sites.

<b>Indicator 19: Percentage of new housing units which are small</b>
indicator: percentage of new housing units which are small
target: at least 25% new housing units should be small (1-bed units)
purpose: to meet need generated by growth in one-person households, and to assess whether providing a suitable mix of unit sizes
data source: Decisions analysis
summary of key UDP policy: Policy HSG 11 (B): Outlines requirement as per target above, refers to the position in town centres and areas of high public transport accessibility, where majority of units are expected to be small.
<b>progress towards target:</b> 
<b>target exceeded</b>

The number of homes completed during the year which were new-build, in mixed use schemes or provided through extensions was 239 gross.

1-bed units formed 96 (40%) of this total.


The target of 25% small units is for all new schemes; it is expected that in suitable locations, such as town centres, it will be far greater than 25%.

Many developments involving housing took place on sites of very few units, where it is not practicable to require a proportion of small units. In addition, few proposals, and none of any size, were in town centre locations. Nonetheless, the target of 25% of small units has been exceeded.

### summary

The housing policies are operating effectively, apart from the affordable housing policy which is a matter of concern, even though the level of affordable housing recorded includes permissions granted when the target was 25% rather than 40%. One factor affecting the levels achieved is the threshold of 15, which the Council had tried to lower to 10 through the UDP process, but was not supported by the Inspector, due to conflict with National Policy. This is likely to change in future which would allow the Council's threshold to be lowered, making more schemes eligible for affordable housing. Overall housing completions are meeting the housing targets set, as are small units built. The operation of the wheelchair housing policy requires review.

## 7: Employment & community

<b>Indicator 20: employment floorspace in main centres</b>
<b>indicator:</b> % of employment floorspace located in Richmond and district centres
<b>target:</b> 85% of employment floorspace created in Richmond and district centres (defined by mixed use area boundary)
<b>purpose:</b> monitor aim to locate major trip generating activity in town centres
data source: Decisions Analysis
<p><b>summary of key UDP policy: TRN1</b></p> <p>To require the provision of non-residential development to reduce the need to travel; to require the provision of non-residential development which attracts large numbers of people &amp; high density residential development to be located in existing town centre or areas which are highly accessible by public transport or can be made so.</p>
<p><b>progress towards target:</b>  Good progress, but target not fully</p> <p>Although the target had not been met, it was recognised it may need review when a baseline has been established. The achievement of 68.3% of employment floorspace created in Richmond and district centres, represents a satisfactory position, bearing in mind that much of the other gain in floorspace is in areas of relatively good public transport. It will be possible to supplement this indicator in subsequent years by recording new employment provision by PTAL (public transport accessibility indices).</p>

**Change to employment floorspace in main centres**

number	address	loss (m2)	gain (m2)	Richmond & district centres	loss to other use	notes
00/ 0163/	Adj to 2 Lion Road, Twick		72	no	B8 to B1	
00/ 1156/	rear of 25-31 Alexandra Rd, Twick		23	no		extension to existing B1
02/ 1337/	159 Stanley Rd Teddington		12	no	replacement B1 offices	+ small extension of an existing use
02/ 2513/	55 High Street, Hampton Hill		178	yes	B2 to B1 & dwellings	extend roofspace of offices. alternative to approved scheme 02/0388
02/ 0388	55 High Street, Hampton Hill	87		yes	B2 to B1 & A2	
98/ 0786/	St Clare Business Park, Holly Rd		46	no		extension of an existing use
03/ 2507/	22 Linden Rd, Hampton			no	B8 to B1	alterations to existing building to facilitate its use as offices incidental to existing commercial use
00/ 2485/	13 St Johns Rd, Hampton Wick	689		no	1000 sqm B2 to live / work	7 live/work units
01/ 0754/	82 High St, Teddington		30	no	new B1 unit	A1 or A2 + C3
99/ 1886	20 (formerly 14-32) Mortlake High Street		1189	yes	Sui Generis to B1	part of scheme of 42 residential units, café, health/fitness club
03/ 0479/	159 Mortlake Rd, Kew		125	no	B1 Infill Extension	Extension involving raising of the roof.
02/ 1225/	84 Lower Mortlake Road		362	no		extension of an existing use
00/ 3375/	1 The Green, Richmond		125	yes	D1 to B1, B8 reduced by 15m2	Mixed use: offices and A1
02/ 0606/	1 The Quadrant, Richmond		44	yes	extension of B1	First floor extension
99/ 0218/	7 The Quadrant, Richmond	180		no	B8 to retail	Conversion to retail and 2x flats
03/ 3115/	1a May Road, Twickenham		40	yes		Replacement of existing B1
02/ 2646/	180 High St, Teddington	455		yes	B1 to D1 and B8	D1 medical health service
00/ 0921/	46-50 Staines Rd		62	no	B8 to B1& B2	warehouse replaced with houses and converted office space.
	total	-1411	+2308			<b>Net extra in Borough 897 sq m</b>

The gross figures reveal that 1,576 m<sup>2</sup> of completed employment land was in the district centres, while 732 m<sup>2</sup> was gained, mainly through conversion (of B8 and B2 to B1), intensification or extension of existing employment uses outside of these centres. The losses of 542 m<sup>2</sup> in the centres and 869 m<sup>2</sup> in outside areas reveal a net loss of 137 m<sup>2</sup> in the outer areas for this year.

## Indicator 21: unemployment rate for the Borough


indicator: unemployment rate for the Borough for a given month - April

target: 3% or below of economically active residents unemployed

Purpose: to monitor contribution of policies to provision of employment opportunities (albeit not necessarily for borough residents) and foster economic growth.

data source: ONS Census figure for April 2001 and GLA estimates of claimant rates (%) on a monthly basis.

Summary of key UDP policy: STG1 Opportunity for All. As far as possible a range of ... employment opportunities should be provided for all groups within different areas of the Borough. Shop and services and small scale employment opportunities should be provided as locally as practicable. The London Plan requires that local authorities identify and address the needs of the diverse groups in their area and **Policy 3B.12 Improving the skills and employment opportunities for Londoners** seeks to remove barriers to employment and ensure the targeting of job opportunities to local communities so that all groups can play a full and active part in the labour market.

progress towards target: 

Target has been met

### (a) Census of Population

Unemployment rate in April 2001 = 2.6% of people aged 16-74: economically active: unemployed

### (b) Greater London Authority estimates

GLA and ONS Claimant Count estimate for April 2003 = 2.3%

Unemployment by ward				Source: GLA & ONS claimant count		
April 2003	Number unemployed			Unemployment rate		
	Males	Females	All	Males	Females	All
RICHMOND upon THAMES						
Barnes	94	38	132	3.5	1.9	2.8
Central Twickenham	69	25	94	3.0	1.3	2.2
East Sheen	29	19	48	1.7	1.4	1.5
East Twickenham	69	40	109	2.4	1.6	2.0
Ham and Petersham	100	46	146	4.2	2.7	3.6
Hampton	87	26	113	3.4	1.3	2.5
Hampton Hill	63	24	87	2.3	1.2	1.8
Hampton Nursery	56	25	81	2.8	1.6	2.3
Hampton Wick	61	40	101	2.2	1.8	2.0
Heathfield	96	26	122	3.5	1.2	2.5
Kew	85	26	111	2.9	1.1	2.1
Mortlake	75	48	123	3.2	2.4	2.9
Palewell	62	41	103	2.6	2.1	2.4
Richmond Hill	79	40	119	2.9	1.9	2.5
Richmond Town	70	23	93	3.7	1.5	2.7
South Twickenham	82	38	120	3.1	1.8	2.5
Teddington	83	29	112	2.8	1.2	2.1
West Twickenham	64	23	87	3.2	1.4	2.4
Whitton	62	21	83	2.3	1.0	1.7
<b>Borough total</b>	<b>1,386</b>	<b>598</b>	<b>1,984</b>	<b>2.9</b>	<b>1.6</b>	<b>2.3</b>

Notes: the ward claimant count data is from ONS (computerised claims only). The rates are calculated by the GLA as a % of the economically active residents taken from the 1991 Census.

The Census was carried out on the 29th April 2001. It aims to provide a count of all people and households in the UK and is carried out every ten years, providing a snapshot in time of baseline demographic information and a wide range of information about people's economic and social characteristics.

The 2001 Census definition of unemployment is based on the International Labour Organisation (ILO) definition and seeks to measure those people who are unemployed and actively seeking work. More specifically, the definition refers to those people who are not in employment, are available to start work in the next two weeks and have either looked for work in the last four weeks or are waiting to start a new job. People were classified according to their employment circumstances the week before Census day (29 April 2001) and their ILO unemployment status was derived by the answers they provided to four different Census questions. These questions were asked of those people aged 16-74, so Census unemployment totals refer to this age group (unless otherwise specified).

### **Census compared with other measures**

The Census count of unemployment tends to be higher than other commonly used measures of unemployment. The Labour Force Survey (LFS) unemployment figure and the claimant count are the two key data sources that are used to provide inter-censal measures of unemployment across London.

### **The claimant count**

The claimant count is an underestimate of the true level of unemployment in a given area and is the lowest of all three measures. The claimant count is a by-product of the benefits administration system and counts all those people who are receiving unemployment related benefits (ie Jobseekers' Allowance). By definition, the claimant count misses the significant number of unemployed people who are not eligible for benefits or those who claim different benefits (eg Income Support or Incapacity Benefit). Groups most likely to be missed are young people and women. Despite these limitations, the claimant count has two key strengths (i) it is timely (ii) it provides local area data. The data is made available by ONS one month after the date of the actual count and is available down to ward level (1991 ward boundaries).

The Census measure is far more comprehensive as it will include these groups as unemployed if they are actively seeking work as laid down in the ILO definition and is in no way dependent on benefit receipt. Furthermore, the Census measure, by covering those aged up to 74, also includes the small number of unemployed people who are over state retirement age.

### **Census compared with the LFS measure of ILO unemployment**

Like the Census, the Labour Force Survey unemployment measure is based on the ILO definition so in theory we would expect both estimates to be broadly similar. However, in practice, the Census figure for London is 18 per cent higher than the LFS estimate. While part of the difference could be due to the high level of sampling variability attached to regional LFS estimates, is also likely that part of the difference is due to methodological differences between the two surveys. Some of the key differences are:

- LFS data is collected by interviewers whereas census data is collected via self-completion forms.
- The LFS interview concentrates on labour market topics and asks more questions than the Census to determine a person's ILO status (though question wording is very similar on the key questions that are common to both surveys).
- Furthermore, the LFS figure is effectively an average (over three months) whereas the Census figure relates to a specific date in April, this could lead to a seasonal element in the difference.

### **Strengths of the Census definition**

The 'extra' unemployed people picked up in the Census are likely to be looking for work and/or to be 'underemployed' so in many ways this broader perspective is an equally valuable measure. However, perhaps the biggest strength of the Census is that it provides valuable local area data on unemployment. While LFS may offer a more accurate measure of ILO unemployment at the national level it fails to deliver precise estimates at the local level (due to the very high sampling variability of local area LFS estimates). The claimant count provides data down to ward but uses a very narrow measure of unemployment. The Census however has the best of both worlds as it

uses a fairly comprehensive definition of unemployment and can provide data for small areas and groups within the population. So in conclusion, the Census remains, even with its limitations, one of the best sources of data on unemployment at and below borough level.

Reference: GLA (2003) *Unemployment in London*, DMAG Briefing 2003/6.

## Indicator 22 : VAT registrations & de-registrations

### (Audit Commission Quality of Life Indicator QoL 4)

Indicator: net increase in number of firms registering for VAT in borough per annum

target: Net increase of 150 firms per annum registering for VAT in borough

Purpose: to assess policies aimed at nurturing new & retaining existing businesses

data source: VAT data supplied by the Small Business Service – an agency of the DTI

Summary of key UDP policy: monitoring of general local economic conditions

The UDP employment strategy includes:

- Policies for business development which are based on the principle of encouraging development to provide for growth of local businesses and small firms.

Objectives include:

- To foster economic growth that is compatible with the Council's policies on transportation and the conservation of the environment and provide locally accessible employment opportunities
- To provide for the needs of existing local and small firms on appropriate sites

**Progress towards target:** 

Partially met as managed a net increase in firms registering for VAT but fell short of the target figure of 150 p.a.

VAT registrations and de-registrations are the best official guide to the pattern of business start-ups and closures. They are an indicator of the level of entrepreneurship and of the health of the business population. As such they are used widely in regional and local economic planning. The source of these figures is the Inter-Departmental Business Register (IDBR) which contains records of all businesses registered for VAT. Coverage of the statistics is complete in all parts of the economy except a few VAT exempt sectors and the very smallest one person businesses operating below the threshold for VAT registration (at the end of 2002, the VAT threshold was an annual turnover of £55,000).

### VAT registrations and de-registrations in Richmond Borough 1994-2002

Year	number of businesses			net change	% as share of initial stock	
	initial stock	registering	Deregistering		registering	deregistering
1994	6905	830	790	<b>40</b>	12.02	11.44
1995	6945	900	690	<b>210</b>	12.96	9.94
1996	7150	925	670	<b>260</b>	12.94	9.37
1997	7410	985	670	<b>315</b>	13.29	9.04
1998	7725	1025	650	<b>375</b>	13.27	8.41
1999	8100	970	705	<b>265</b>	11.98	8.70
2000	8365	995	800	<b>195</b>	11.89	9.56
2001	8560	920	755	<b>170</b>	10.75	8.82
2002	8730	1010	995	<b>20</b>	11.57	11.40
2003	8750					



A general trend in the borough is for the number of businesses registered for VAT at the beginning of the year to rise. The initial stock has increased from the mid-1990s but the number of businesses registering for VAT fell from a high point in 1998 and has fluctuated since then. This coincides with several good years in the economic cycle, which hit recession in 1998 and at the end of year 2000 and is only now showing slow signs of recovery.

<b>Indicator 23 : stock of employment floorspace</b>
Indicator: net increase in the stock of employment floorspace
Target: increase by 1% per annum
Purpose: to measure whether policies are contributing to the much-needed provision of employment floorspace.
Data sources: VAT data supplied by the Small Business Service – an agency of the DTI Decisions Analysis: Completions data.
<ul style="list-style-type: none"> <li>• Summary of key UDP policy: EMP 1 This policy is to ensure that development for employment uses is related to the employment needs of the borough. The Council is anxious to encourage provision for small firms as this affords an opportunity for residents to set up their own business, and perhaps work closer to home.</li> <li>• Policies EMP 2 &amp; 3 give qualified encouragement for business developments (B1) and industrial (B2), storage and distribution premises (B8)</li> <li>• There is relatively limited employment floorspace in the Borough. Policy EMP 4 seeks to retain land, sites or premises in employment use.</li> </ul>

#### Progress towards target:

As a general trend the number of the businesses in the Borough registered for VAT at the beginning of 2003 has risen since 1994. While the numbers have continued to increase the rate of increase has dropped off dramatically from the 1997 and 1998 high figures, to a net increase of just 20 (or +0.23% increase in initial stock) by the end of 2002. The property market partly reflects the economic cycle. Economic growth for the fourth quarter of 2002 was just 1.4% due in part to the global recession resulting from geo-political uncertainty and the lead up to war in Iraq.

Nationally, chartered surveyors reported a fall in demand for commercial property<sup>3</sup>. Consumer spending and confidence remained high, benefiting the retail sector, which was largely unaffected. In the office and industrial sectors nationally, demand fell reflecting an unwillingness by business to expand due to the slow down in the economy. By contrast, investment demand for commercial property was very strong as investors sought profitable alternatives to equities.

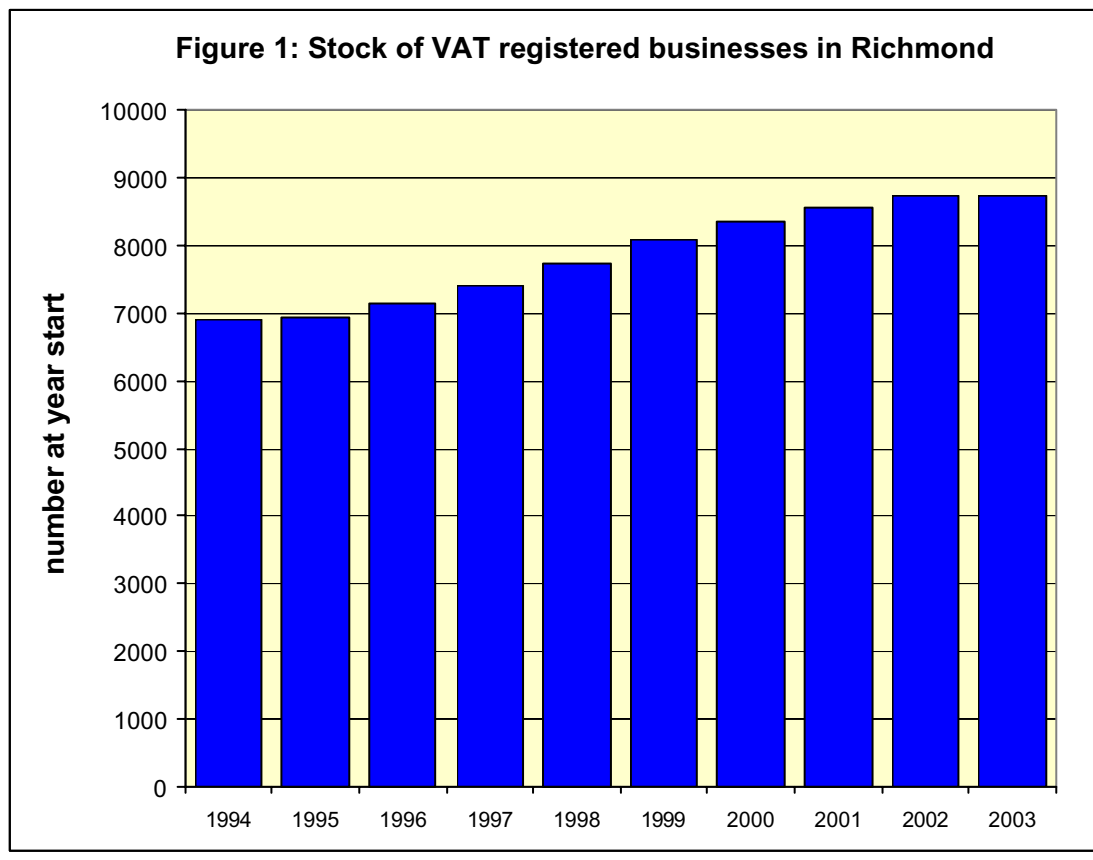
Locally a lack of demand would be expected to make itself felt through an increase in vacancy rates. However, perhaps due to the attractiveness of the Borough and the limited supply of commercial land and premises, the ODPM figures show that there has been little or no change in the vacancy rates for LB of Richmond for the period 1998/99 to 2002/03. The estimated vacancy rate for 2002/03 was in the order of 5-7.5% whereas for England as a whole, the rate was higher at 8% in 2002/03<sup>4</sup>.

Completions figures for the year show a net increase of 897 sq m in employment floorspace throughout the Borough, however, as the total stock is not known it is not possible to assess whether the 1% increase in stock has been achieved. This is due in the main to conversion of B8, B2, and one large Sui Generis premises to B1 and redevelopment and extension of existing B1 premises. This would suggest that policies for the retention of employment floorspace are achieving their aim. However a worrying trend is the reduction in B2 and lower cost employment space in favour of more modern (and more expensive) B1 office space.

<sup>3</sup> RICS Policy Unit (2002) *RICS Commercial Property Market Survey*, RICS, London.

<sup>4</sup> ODPM (2004) *Commercial & Industrial Property Vacancy Statistics: England 2001/02 and 2002/03*, ODPM, London.

Source: Richdas Planning Decisions Analysis.



**Indicator 24: proportion of people of working age in employment (residents)**

Indicator: % of residents of working age in the borough  
**(Audit Commission Quality of Life Indicator: QoL 1)**

purpose: to measure the level of employment in the borough to monitor whether the employment of local people is increasing and unemployment levels are reduced.

target: modest increase in people of working age in employment

Data source: 2001 Census and NOMIS

Jobs Density: a new annual local area labour market indicator developed by ONS in 2003

Summary of key UDP policies:

- EMP 1: This policy is to ensure that development for employment uses is related to the employment needs of the borough. The Council is anxious to encourage provision for small firms as this affords an opportunity for residents to set up their own business, and perhaps work closer to home.
- EMP 2: The Council wishes to encourage small scale B1 business space, which is compatible with residential areas, in order to provide jobs and opportunities for business development in all areas.
- EMP 5: Home working is encouraged providing there are no unacceptably harmful affects on local amenity.

progress towards target: ✓

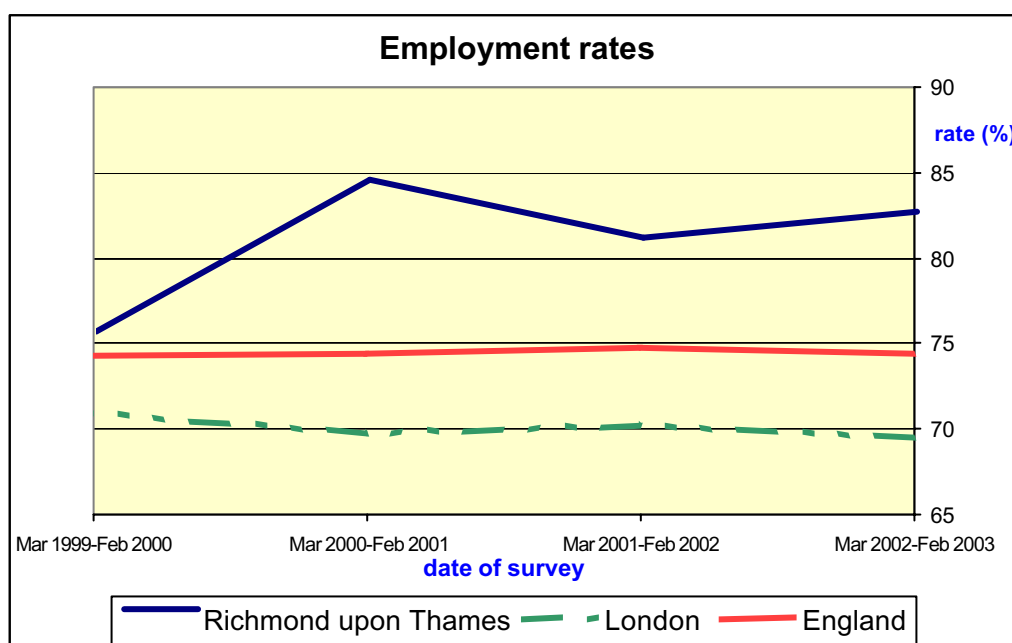
### Local Area Labour Force Surveys

The **employment rate** is the number of people in employment aged 16-59/64 expressed as a percentage of all working age people. The employment rate for Richmond upon Thames is considerably higher than the national and regional figures. The data show that the rate has increased marginally between 2001/2 and 2002/3.

#### Employment rates in Richmond upon Thames compared to regional and national average.

	Richmond upon Thames	London	England
Mar 2002-Feb 2003	82.2	69.6	74.5
Mar 2001-Feb 2002	80.6	70.2	74.8
Mar 2000-Feb 2001	84.1	69.8	74.5
Mar 1999-Feb 2000	75.2	70.9	74.4

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### Jobs density

The density figures represent the ratio of total jobs to working-age population.

Local Authority	(Total jobs)	(jobs density)	London (density)	GB (density)
Richmond-upon-Thames	80,000	0.7	0.9	0.8
Kingston-upon-Thames	79,000	0.8	0.9	0.8
Hounslow	136,000	0.9	0.9	0.8
Sutton	73,000	0.6	0.9	0.8

Source ONS Crown Copyright reserved: jobs density (2002)

The numbers of filled jobs per residents of working age (16-59/64) in an area. For example, a job density of 1.0 would mean that there is one job for every resident of working age. The total number of jobs is a workplace-based measure and comprises employees, self-employed, government-supported trainees and HM Forces. The number of working-age residents figures used to calculate jobs densities are based on the mid-2001 population estimates.

**Jobs density 2000-2002: Comparison between authorities**

Local authority	2002	2001	2000
Hounslow	0.93	1.04	1.05
Kingston-upon-Thames	0.79	0.82	0.89
Richmond-upon-Thames	0.69	0.74	0.75
Sutton	0.65	0.68	0.69
<b>Total</b>	<b>0.78</b>	<b>0.83</b>	<b>0.86</b>

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Jobs density is an indicator of labour demand. The number of jobs as a ratio of number of working age residents is falling throughout Richmond and neighbouring boroughs. This could indicate that to obtain employment, residents have no choice but to commute out of the area. Obviously not all people would wish to work locally, but the lower the ratio becomes the greater the amount of travelling and out-commuting is necessary.

**Indicator 25: number of employees in employment (workers in borough)**

Indicator: number of employees in employment

Target: modest increase in number each year

purpose: to measure whether the economy is growing

Data source: Annual Business Inquiry

Summary of key UDP policies:

- EMP 1: This policy is to ensure that development for employment uses is related to the employment needs of the borough. The Council is anxious to encourage provision for small firms as this affords an opportunity for residents to set up their own business, and perhaps work closer to home.
- EMP 2: The Council wishes to encourage small scale B1 business space, which is compatible with residential areas, in order to provide jobs and opportunities for business development in all areas.

**progress towards target: X**

Target has not been met. The estimated number of employee jobs in 2002 has fallen from the 2001 figure.

**Employee jobs**

A measure of the number of employee jobs (i.e. not all jobs) is the Annual Business Inquiry (ABI). This sample survey generates estimates of employee jobs by industry and geography. It is a useful measure of the state of various sectors of industry. Employee jobs play an important role in other national statistics as they form part of the denominators in the calculation of claimant rates and productivity estimates.

**Employee jobs in Richmond upon Thames**

	employee jobs	Richmond upon Thames	London	GB
		percentage		
<b>Total employee jobs</b>	<b>65,219</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Full-time</b>	<b>46,655</b>	<b>71.5</b>	<b>75.1</b>	<b>68.5</b>
<b>Part-time</b>	<b>18,554</b>	<b>28.4</b>	<b>24.9</b>	<b>31.5</b>
Manufacturing	4,389	6.7	6.0	13.4
Construction	2,574	3.9	3.4	4.5
Services	57,979	88.9	90.2	80.4
Distribution, hotels & restaurants	16,958	26.0	22.7	24.6
Transport & communications	3,062	4.7	7.8	6.1
Finance, IT, other business activities	18,278	28.0	32.0	19.6
Public admin, education & health	13,185	20.2	20.7	24.9
Other services	6,496	10.0	7.0	5.3
Tourism-related	8,475	13.0	8.5	8.0

Source: Annual Business Inquiry employee analysis (2002)

Note: Employee jobs percentages are based on total employee jobs.

**Definition: Employee jobs**

The number of jobs held by employees. The information comes from the Annual Business Inquiry (ABI) - an employer survey conducted in December of each year. The survey samples around 78,000 businesses. The ABI records a job at the location of an employee's workplace (rather than at the location of the business's main office).

**Full-time and part-time:** In the ABI, part-time employees are those working for 30 or fewer hours per week.

**Numbers of employee jobs: 1998-2002**

Richmond upon Thames	1998	1999	2000	2001	2002
<b>Total employee jobs*</b>	<b>78,659</b>	<b>66,131</b>	<b>64,413</b>	<b>68,844</b>	<b>65,202</b>
<b>Full-time*</b>	<b>57,820</b>	<b>46,902</b>	<b>47,108</b>	<b>48,886</b>	<b>46,648</b>
<b>Part-time*</b>	<b>20,839</b>	<b>19,230</b>	<b>17,305</b>	<b>19,957</b>	<b>18,554</b>
Manufacturing	4,637	5,384	5,221	4,894	4,389
Construction	1,984	1,969	1,923	2,311	2,574
Distribution, hotels & restaurants	15,756	16,313	15,686	17,459	16,958
Transport & communications	2,818	3,035	2,998	3,133	3,062
Finance, IT, other business activities	33,464	18,065	20,365	20,854	18,278
Public admin, education & health	14,087	14,207	11,636	11,955	13,185
Other services	5,492	6,746	6,022	6,843	6,496

Source: Annual Business Inquiry employee analysis

\* The table excludes agriculture class 0100 (1992 SIC) and those figures whose amount may cause the disclosure of confidential data.

The estimated number of employee jobs in the Borough in 2002 has fallen by 3,642 from the 2001 figure. This decline is not as severe as that estimated in 1999 and is above the figure for the year 2000.

<b>Indicator 26: Community facilities</b>
Indicator: Net loss in floorspace of community facilities
Target: No net loss in floorspace of community facilities
purpose: Assess whether facilities are being retained.
data source: Decisions Analysis
summary of key UDP policies: <ul style="list-style-type: none"> <li>• CCE 15: resistance of the loss of existing private and public indoor recreation, cultural and entertainment facilities.</li> <li>• CCE 20: The loss of community centres and public halls will be resisted.</li> <li>• CCE 5: Loss of health facilities- LPA to consider the views of those bodies responsible for the provision of statutory health facilities when applications for change of use and redevelopment are determined.</li> <li>• In all instances it is considered important that any proposal does not result in inadequate provision or poor accessibility to services and facilities for Borough residents.</li> </ul>

**progress towards target:** ✓ **Target has been met.**

In the year ending 31/03/04 the net amount of D1 floorspace for medical and health services, such as chiropractors, dental and doctors' surgeries rose by 1,100 sq m. Two new primary schools were completed along with extensions to an existing school amounting to 2,861 sq m and a change of use was allowed for an extra 14 sq m to a small local museum.

Around 6,458 sq m of fitness and leisure centre (D2) floorspace was completed. An estimated 6,190 sq m of this was in a new golf, racquets, tennis and fitness facility and the rest arose from change of use from smaller existing B1 and other uses.

There are no recorded completions involving public houses for this year. There were also no completed day nurseries or creches.

Source: Richdas, LBRuT Decisions Analysis.

### summary

The employment policies are operating effectively, it is reassuring that even with the intense pressure for higher value residential use, the amount of employment floorspace has marginally increased. It is also encouraging that nearly 70% of employment floorspace is in the most accessible town centres of Richmond and Twickenham. Although unemployment remains low, limited annual changes in VAT registrations and the stabilisation of employee numbers (after growth in the 1990s) indicate some slowing in the rate of growth of the local economy, which may well be more sustainable in terms of the local labour market.

## 8: Town centres & access to shopping facilities

### Indicator 27: location of retail development

**indicator:** % of retail development located in Richmond and district centres (Twickenham, Teddington, Whitton and East Sheen).

**target:** 90% of increase in retail provision in Richmond and district centres (defined by mixed use area)

**purpose:** monitor ability to steer development into the main centres & monitor the operation of the sequential test (PPG 6)

**Data source:** Decisions Analysis

#### summary of key UDP policy: TC 2

to locate new retail development in Richmond and the four district centres as first choice, if no suitable sites/ buildings are available, then to consider edge-of-centre sites, only then to consider out-of-centre sites. Latter two to be considered against a set of criteria.

**progress towards target:**  Good progress, but target not fully

The following table indicates that the 90% target has not been met. However, the figure has only just fallen short at 81%. The majority of floorspace is therefore being steered towards the main centres. The major change to the provision has been the opening of a Marks & Spencer foodstore in Teddington High Street. Other changes are relatively minor.

Elsewhere a redevelopment in Barnes has added marginally to the floorspace within key shopping frontage in the mixed use area. Barnes is one of the larger local centres, only slightly smaller than the district centre of Whitton. Some development in smaller centres is not contrary to retail policy, providing that it is appropriate to the size of the centre. Much of the increase in smaller centres comprises extensions to or redevelopment of existing shops, rather than the provision of entirely new floorspace.

### Changes to retail floorspace in 2004/5

#### Richmond & districts

application ref	address	floorspace (m2)		Notes
		lost	gained	
99/3231	Marks & Spencer, Teddington		663	new supermarket development (additional floorspace only included)
00/3375	1, The Green, Richmond		55	change of use
99/0218	7, The Quadrant		65	alterations to extend retail area
02/2311	72 Church Road, Teddington		41	shop extension
01/0754	82, High Street, Teddington		96	change of use
01/0859	110 Heath Road, Twickenham		40	change of use
02/1215	131-133 Sheen Lane East Sheen	25		loss of ancillary retail
03/0131	52 Sheen Lane	28		change of use in non designated frontage
02/2900	154 Heath Road Twickenham	30		loss of ancillary storage
<b>Total</b>		<b>-83</b>	<b>+960</b>	
<b>net total</b>		<b>+877</b>		

**Elsewhere**

application ref	address	floorspace (m2)		Notes
		lost	gained	
02/3846	127 Church Road, Barnes		163	Barnes mixed use area & key shopping frontage
02/1337	159, Stanley Road, Hampton Hill		25	Very marginal extension, not in mixed use area or designated frontage.
03/0225	219 Lower Mortlake Road	80		conversion of part of shop to residential
02/3130	22 Crown Road		32	Marginal extension not in mixed use area or designated frontage
00/1456	39 Priory Road Hampton	64		change of use to community use or A1
02/2502	44 High Street Hampton Wick	19		loss of ancillary retail in mixed use area
02/2856	87-89 Station Road, Hampton	104		change of use in non-designated frontage in mixed use area
<b>total floorspace (m2)</b>		<b>-144</b>	<b>+220</b>	
<b>net total (m2)</b>		<b>+76</b>		

**Overall figures**

overall net increase in retail floorspace	953
%age in Richmond & districts	92.0
overall increase in retail floorspace	1180
%age in Richmond & districts	81.4

**Indicator 28: Number of basic convenience shopping facilities in smaller centres**

**indicator:** number of basic convenience facilities in smaller centres

**target:** no loss of basic convenience facilities in smaller centres

**purpose:** to monitor whether adequate top-up shopping exists in smaller centres

**data source:** LBRuT 2004 Town Centre Land Use Survey

**summary of key UDP policy:**

The UDP does not have a policy which relates specifically to the retention of key basic shopping facilities and services in smaller centres which provide top-up shopping. Rather policies relate to the protection of shopping in key frontages, and controlled diversification in secondary shopping frontages. Shops which serve communities more than 400 metres from a shopping centre are also protected. Information on access to basic shopping will inform policy makers on whether a more explicit policy is required, bearing in mind the operation of the Use Classes Order.

**progress towards target:** **X**

**context**

Planning policies can not reverse the trend of loss of independent shops in the face of the supermarket sector's growing market share. The planning system has no control over the viability of individual retailers, nor can it control the type of retailer present. A butcher or



greengrocer may leave a premises to be replaced by a comparison goods retailer without the need for planning permission. It may also be legitimate for another use such as a restaurant or estate agent to locate in a unit previously occupied by a convenience retailer providing that the criteria in policy TC 6 (secondary shopping frontages) are not breached which limit diversification of uses to an appropriate level.

However, one of the key aims of the strategy towards the local centres is to ensure that there are shopping facilities in easy walking distance of people's homes in line with sustainable development objectives. It is therefore necessary to monitor provision.

The table on the following page shows the availability of 11 key shops and services in centres in the borough at the time of the 2004 Town Centre Land Use Survey (July-August). There is obviously considerable range in facilities available, primarily based on the size of the centre. Local centres such as Barnes and St Margarets are only marginally smaller (in terms of the number of shops) than Whitton town centre which is classified as a district centre by the GLA, and have a good range of services and shops. Other centres such as Ashburnham Road in Ham have only 8 units, but all are occupied by shops useful for top-up convenience shopping. This is one of the few centres along with Castelnau in Barnes which have a reasonably large supermarket (approximately over 250m<sup>2</sup> gfa as measured on the Council's GIS). Both are provided by Tesco, the latter is in the form of a Tesco Express attached to a petrol filling station which is located close by.

Approximately half of the centres have a reasonable selection of fresh food available. (This is based on a subjective judgement undertaken when the data were collected). Further research is planned to investigate the availability of fresh food to residents and in particular the geographical distribution which may have implications for future policy development.

### **Changes since 2002**

Overall there has been very little change since the 2002 Land Use Survey was undertaken. A greengrocer has closed down in Barnes although the centre retains another, a fishmonger and bakers and is generally well-served with top-up provision. This is supplemented by a popular weekly farmers market. The chemist in Lower Mortlake Road has closed down. Local provision is provided by an in-store pharmacy at a nearby Sainsbury superstore. Strawberry Hill no longer has a butcher.

Another potential trend is that bakers are being replaced by mixed A1/A3 patisseries where the range of goods is likely to be smaller. However, in some areas such developments make fresh baked goods available in centres where previously there were none.

**Key services in smaller centres in 2004**

Local Centre	food provision											total of 11 key services		
	Chemist	Newsagents	Hairdresser	Pub / Restaurant	Post Office	Bank	off licence	Bakers/ patisserie	Butchers	Green Grocer	small general store		supermarket (c.250m <sup>2</sup> gfa+)	reasonable supply of fresh food available
Ashburnham Road	*	*					*	*			*	*	*	5
Barnes	*	*	*	*	*	*	*	*	*	*	*	*	*	11
Castlenau	*	*	*	*	*		*	*		*	Tesco Express	*	*	8
East Twickenham	*	*	*	*	*		*	*	*	*		*	*	8
Friars Stile Road	*	*	*	*	*		*	*	*	*		*	*	9
Fulwell		*	*	*	*					*				4
Ham Common	*	*	*	*		*	*	*	*	*		*	*	10
Ham Street / Back Lane	*	*	*	*	*		*		*	*				5
Hampton Hill	*	*	*	*	*	*	*			*	*	*	*	9
Hampton Nursery Lands	*	*	*	*	*		*		*	*		*	*	5
Hampton Village	*	*	*	*	*	*	*	*	*	*		*	*	11
Hampton Wick		*	*	*	*		*			*				7
Heathside	*	*	*	*	*		*	*	*	*		*	*	10
Hospital Bridge Road	*	*			*		*	*	*	*		*	*	6
Kew Gardens Station	*	*	*	*		*	*	*	*	*		*	*	9
Kew Green		*		*						*				3
Kew Road		*	*	*	*		*			*		*	*	6
Kingston Road	*	*	*				*			*				5
Lower Mortlake Road		*					*	*	*	*				5
Nelson Road		*	*		*		*			*				5
Sandycombe Road		*	*	*	*					*				5
Sheen Road	*	*	*	*	*		*			*				7
St Margarets	*	*	*	*	*		*	*	*	*	*	*	*	10
Stanley Road	*	*	*	*	*		*	*	*	*				8
Strawberry Hill	*	*	*	*	*		*			*				7
Twickenham Green	*	*	*	*	*		*	*	*	*				8
Waldegrave Road			*	*			*	*	*	*				5
White Hart Lane		*	*	*	*		*			*		*	*	6
Whitton Road		*		*			*			*				4

<b>Indicator 29: retail uses in key frontages</b>
indicator: Proportion of retail uses in key frontages
target: Maintain proportion of retail uses in key frontages at existing levels
purpose: to ensure shopping function of town centres is maintained.
Data source: 2001, 2002, 2004 Town Centre Land Use Surveys
summary of key UDP policy: TC 5 <ul style="list-style-type: none"> <li>no loss of retail floorspace in defined key shopping frontages</li> </ul>
<b>progress towards target:</b> ✓
No real change in overall percentage.

### context and explanation of data

The Council undertakes an annual Land Use Survey in order to assess land use change in the Borough's town centres, which is an important indicator of their overall health. Policy TC 5 restricts the loss of retail floorspace in key shopping frontages (KSF). However, some non-shop uses were located in key shopping frontage when it was designated. This can explain some of the differences in proportions between centres and some changes of use between non-shop uses which the policy will not cover. This has particularly been the case as banks have left the high street, allowing for changes of use.

There is also a difference in the amount of KSF designated in centres, some such as Richmond where demand for retail floorspace is very high, have mainly KSF and little non-designated frontage. Whereas approximately a third of East Sheen's frontage is not designated. This can effect the pressure for change of use.

Some smaller centres may consist of only a small group of shops, where a single vacancy can effect the overall percentage. It should be noted that a drop in the percentage of A1 uses in KSF may not necessarily mean that a change of use has occurred, but that a vacancy has arisen. In the larger centres a certain amount of change between retailers is to be expected. The land use survey is a snap shot survey and can give a misleading picture.

Lastly, the level of A1 use in retail frontages will be affected by economic buoyancy.

### analysis

The figures reveal that in the majority of cases the level of A1 use is much the same as before, and is reasonably high indicating a degree of success with the policy approach. On average, the proportion of A1 uses in KSF has remained at approximately 70% over recent years.

Most change (in terms of numbers) has occurred in the district centres, which is probably a result of change between retailers. All of this change has been in the form of an increase. Teddington in particular experiencing a considerable increase in A1 uses, partly due to the Marks & Spencer development.

On the whole policy TC 5 is strictly applied across the borough due to the relative health of the centres. Some change of use in key frontage is allowed rarely as an exception, depending on material considerations such as the particulars of the site, the health and size of the centre, whether the vacancy is supported by adequate marketing evidence. Closer inspection of the data reveals that there are a small number of instances where there may have been a breach in policy. Some are subject to enforcement action. There appear to be a number of mixed A1/A3 developments appearing in KSF. The Town Centre Land Use Survey is not conclusive on these matters since it relies on a subjective judgement in the field, although data on the number of tables & chairs in a premises is collected. Further analysis of the issue is expected.

**A1 uses as a proportion of all uses in key shopping frontage**

centre	2004	2002	2001	Number of uses in KSF	Change in numbers '01-'02
Ashburnham Road	75.0	75.0	75	<b>8</b>	0
Barnes	70.9	75.9	73.4	<b>79</b>	-4
Castlenau	43.5	43.5	56.5	<b>23</b>	0
<b>East Sheen</b>	<b>76.0</b>	<b>72.4</b>	<b>68.4</b>	<b>75</b>	<b>+2</b>
East Twickenham	73.7	73.7	68.4	<b>19</b>	0
Friars Stile Road	70.6	76.5	82.4	<b>17</b>	-1
Fulwell	90.0	70.0	90.0	<b>10</b>	+2
Ham Street / Back Lane	41.7	33.3	50.0	<b>12</b>	+1
Ham Common	72.4	70.0	70.0	<b>29</b>	0
Hampton Hill	80.0	80.0	80.0	<b>25</b>	0
Hampton Nursery Lands	100.0	100.0	75.0	<b>4</b>	0
Hampton Village	68.0	72.0	72.0	<b>25</b>	-1
Hampton Wick	50.0	33.3	25.0	<b>12</b>	+2
Heathside	86.7	86.7	86.7	<b>15</b>	0
Hospital Bridge Road	100.0	100.0	100.0	<b>6</b>	0
Kew Gardens Station	73.1	74.1	74.1	<b>26</b>	-1
Kew Green	88.9	77.8	77.8	<b>9</b>	+1
Kingston Road	55.6	61.1	61.1	<b>18</b>	-1
Lower Mortlake Road	61.5	61.5	69.2	<b>13</b>	0
Nelson Road	72.7	72.7	81.8	<b>11</b>	0
<b>Richmond</b>	<b>73.2</b>	<b>71.2</b>	<b>73.0</b>	<b>235</b>	<b>+4</b>
St Margarets	64.5	64.5	60.0	<b>31</b>	0
Sandycombe Road	83.3	83.3	83.3	<b>0</b>	0
Sheen Road	66.7	66.7	77.8	<b>6</b>	0
Stanley Road	71.4	61.9	76.2	<b>9</b>	+2
Strawberry Hill	64.3	60.0	68.8	<b>21</b>	0
<b>Teddington</b>	<b>73.9</b>	<b>64.4</b>	<b>71.1</b>	<b>14</b>	<b>+7</b>
Twickenham Green	64.7	58.8	64.7	<b>88</b>	+1
<b>Twickenham</b>	<b>66.4</b>	<b>63.8</b>	<b>67.7</b>	<b>17</b>	<b>+4</b>
Waldegrave Road	54.5	45.5	45.5	<b>131</b>	+1
White Hart Lane	66.7	76.2	76.2	<b>11</b>	-2
<b>Whitton</b>	<b>74.7</b>	<b>74.3</b>	<b>73.0</b>	<b>21</b>	<b>+1</b>
Whitton Road	60.0	60.0	60.0	<b>75</b>	0
<b>average</b>	<b>70.7</b>	<b>68.5</b>	<b>70.7</b>		<b>0</b>

**summary**

The concentration of retail floorspace in Richmond and the District centres, and the very limited loss of shops in key frontages indicates that the policies are operating effectively.

## 9: Social Indicators

### context

The Audit Commission have produced a number of social indicators which although may not be directly affected by planning policies help to monitor wider social trends. Since part of the purpose of the 2004 Annual Monitoring Report is to establish socio-economic data which can be taken forward as baseline data it is relevant to include them here.

### Indicator 30: Deprived areas

(Audit Commission Quality of Life Indicator QoL 6)

**indicator:** Proportion of the population who live in Super Output Areas (Lower Layer) that rank within the most 10% and 25% in the country.

**target:** no SOAs in the borough are in the top 25% of deprived Super Output Areas

**purpose:** monitor aim to tackle deprivation and social exclusion

**Data source:** ODPM – The English Indices of Deprivation (revised)

### progress towards target:



There are no Lower Layer Super Output Areas in the borough in either the top 10% or top 25% in the country.

In fact, 24 SOAs (21% of those in the borough) were amongst the 10% of SOAs least deprived in country. 68 (60% of those in borough) were amongst the 25% of SOAs least deprived in the country.

Although not “deprived” in a national sense, some areas in the borough are relatively deprived compared to others (see map on following page<sup>5</sup>) and pockets of “deprivation” occur.

### Definitions:

Lower Layer Super Output Areas are geographic areas smaller than electoral wards which have been created by the Office for National Statistics for statistical purposes. Using Lower Layer SOAs rather than wards is desirable as boundaries are expected to be fixed which allows comparison of data over time and as the areas are smaller, a finer detailed picture can be built up.

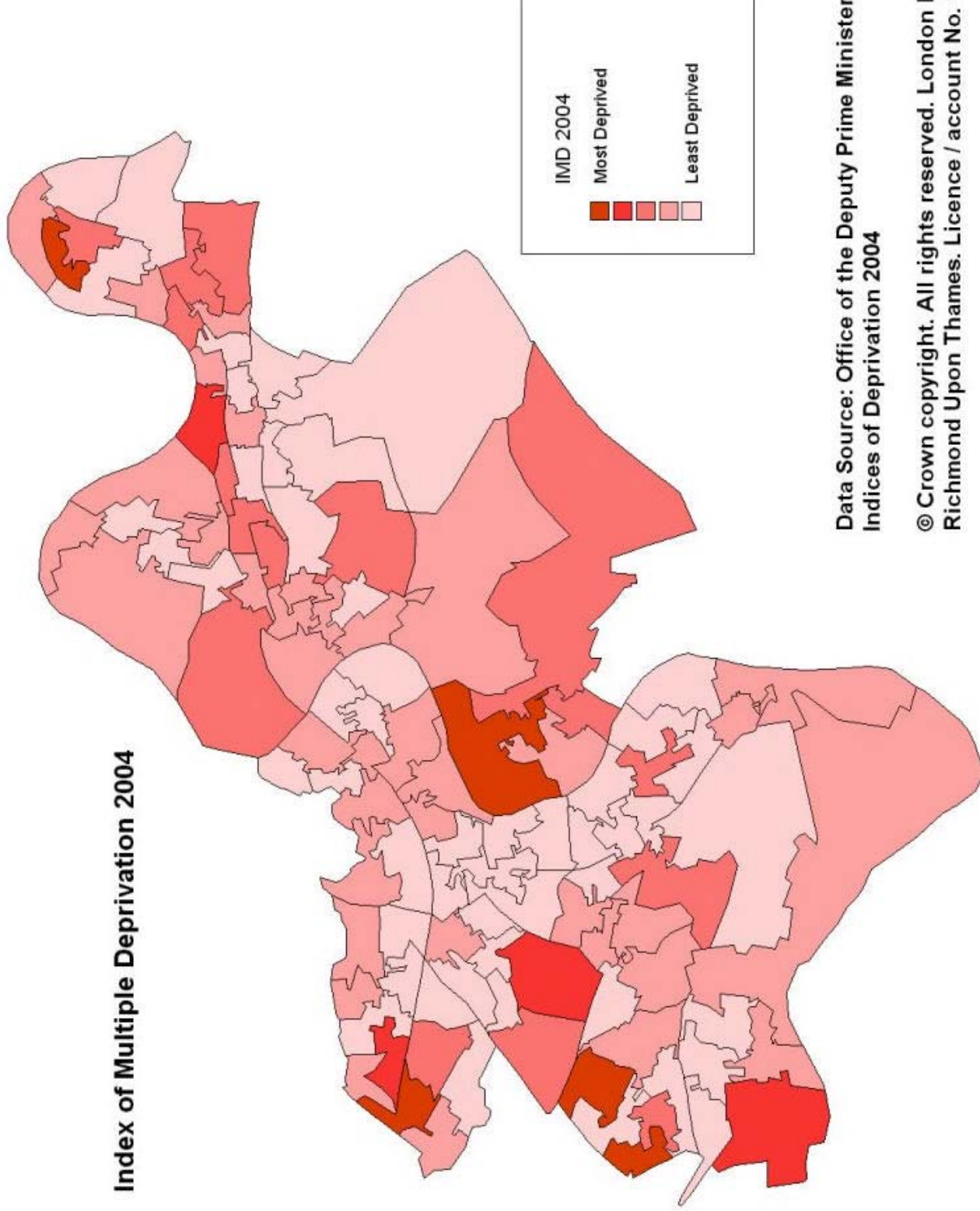
The Index was constructed by the Social Disadvantage Research Centre at the University of Oxford for the OPDM. The IMD 2004 was constructed by combining seven “domain” scores, using the following weights:

- \* Income (22.5%)
- \* Employment (22.5%)
- \* Health Deprivation and Disability (13.5%)
- \* Education, Skills and Training (13.5%)
- \* Barriers to Housing and Services (9.3%)
- \* Crime (9.3%)
- \* Living Environment (9.3%)

Each domain has a number of indicators. For more information please refer to [indices.deprivation@odpm.gsi.gov.uk](mailto:indices.deprivation@odpm.gsi.gov.uk)

<sup>5</sup> Map supplied by Community Safety Partnership

### Index of Multiple Deprivation 2004



Data Source: Office of the Deputy Prime Minister, Indices of Deprivation 2004

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**Indicator 31: Death rate by cause****(similar to Audit Commission Quality of Life Indicator QoL 10)****indicator:** Death rate by cause (standardised mortality rate per 100,000 population), all ages over the age of 1 by sex.**target:** modest reduction in death rate**purpose:** monitor ability to improve people's health & reduce premature mortality**Data source:** Compendium of Clinical and Health Indicators 2002, National Statistics included in Richmond & Twickenham Primary Care Trust Public Health Report 2004**progress towards target: to be determined at next AMR****Deaths in London Borough of Richmond upon Thames aged 1+**

cause	male		female	
	SMR	% of deaths in LBRuT	SMR	% of deaths in LBRuT
coronary heart disease	125	16	121	14
stroke	84	10	87	10
other circulatory	78	10	97	11
lung cancer	45	6	39	4
colorectal cancer	19	2	28	3
prostate cancer	32	4	48	5
other cancer	112	14	123	14
accidents	15	2	8	1
suicide/undetermined injury	11	1	3	0
pneumonia	71	9	91	10
other	211	26	246	28

**Definition**

Standardised Mortality Rates (SMRs) per 100,000 population - allows comparison between death rates in populations with different age structures by "standardising" for age. Is the ratio of the number of deaths observed in the population of interest to the number that would be expected if the study population had the same specific age/sex rates as the standard population.

The standardised death rates in the borough for both sexes are lower than for England & Wales. Rates have on average reduced over time, both in the borough and for England & Wales.

The data supplied are based on the Audit Commission's Quality of Life Indicator 10, although provide slightly more detailed information by sex.



## 10: Conclusions

### Overall performance of the Unitary Development Plan

The annual monitoring report indicates that the policies of the Plan are mainly operating well. Policies towards the built and open environment, employment and retail uses are all operating very effectively. The main concern is the level of affordable housing being brought forward, and the Council is committed to reviewing this in the light of any changes in regional and national policy guidance.

### Further review

The report indicates the following areas for further review:-

- Affordable housing
- Wheel chair housing policy
- More detailed analysis of departures and appeals data
- Car parking standards for new residential developments (due to existing residents concerns)

Review may indicate a need for adjustments to the operation of the policy or the changes to the policy which would be made through the Local Development Framework process.

### Further monitoring

Subsequent annual monitoring reports will include a review of all of these indicators and in some areas the indicators may be refined or extended.

Under the new planning system it will be necessary to undertake a Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) for all new Local Development Documents, which will include the setting up of a number of sustainability indicators. It is intended to set these base data up shortly and include an annual review in the AMR, to allow for trends to be monitored.