



**Assessment of Borough Centres in
London Borough of Richmond upon Thames
2023**

Volume 3
**Assessment of neighbourhood
centres**

Planning

May 2023

Please note:

Assessment of Town Centres included in Volume 1: containing full detail of context, methodology & Technical Appendix.

Assessment of Local Centres included in Volume 2

Assessment of Local Parades included in Volume 4

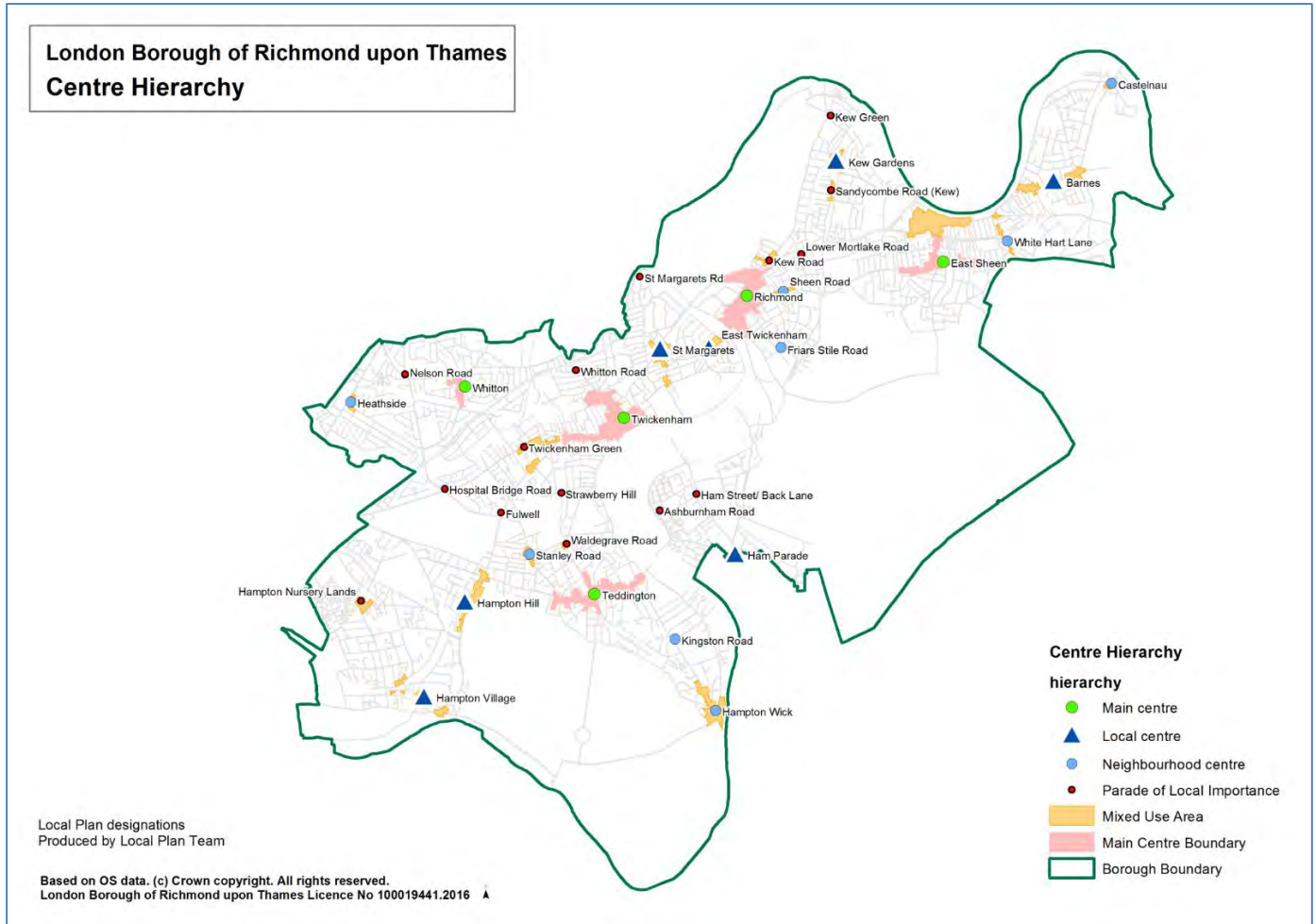
A Summary is published separately.

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Introduction

Volume 3 of this report provides an assessment of the nine neighbourhood centres in the borough’s centre hierarchy. Please see Volume 1 for the background to the study and the methodology. The assessment criteria are reproduced here for ease of access, as is a map of borough centres. Volume 1 also contains a Technical Appendix presenting more detail on the data used. A summary document³ has been published separately.



Source: SSA GIS mapping

Assessment criteria – neighbourhood centres:

For local centres, neighbourhood centres and parades the assessment focuses on the contribution that the centre makes to meeting local needs.

- **Policy context** What are the existing designations in the adopted Local Plan? What is the vision for the centre in terms of the Publication Plan (Regulation 19 Plan) and other plans and strategies prepared by partners.
- **Customer views & experience** – listening to the community. Responses from the Community Conversation 2021¹¹ and results of the Household Telephone Survey produced as part of the Lichfields' RRLS Phase 2 Report 2023² and from the Urban Design Study 2023¹².
- **Size of centre** (in terms of units) using the Council's (Staff Sharing Agreement - SSA)'s 2022 Centre Land Use Data¹⁴.
- **Composition** (land use make-up of each centre), role & function using available data sources including 2022 Centre Land Use data¹⁴, non-domestic rates data and Basic Land & Property Unit (BLPU) land classification data¹³. Particularly for smaller centres, the mapping of land use and other data will contribute to assessing which facilities are available which will assist in determining where the centre sits in the hierarchy.
- **Vacancy rates** Using the Council's latest land use data (2022)¹⁴. Are rates high for the centre? Is there a noticeable change?
- **Contribution of centre to meeting needs:**
The function of the centre is assessed. What services, community facilities, shopping etc are provided? Both within the boundary & in the immediate vicinity. What are other characteristics such as heritage assets, availability of employment opportunities?

A – provision of facilities/environment

1. availability of essential shops/PO: [map showing categorised data]
 - i. Bakers & Confectioners/ Bakery / sandwich shop
 - ii. Butcher
 - iii. Chemist
 - iv. supermarket/convenience/ general store/ deli/ health food shop
 - v. Fishmonger
 - vi. Greengrocer
 - vii. Off licence
 - viii. Newsagent
 - ix. Post Office
2. Uses which are integral to meeting people's local needs and making centres attractive, including and especially those services which can't be delivered online.
 - i. Hair, Beauty & Grooming: Hairdresser, barber, nails, tanning, skincare clinic, spa, massage, tattoo artist
 - ii. Health facilities/vet: GP/health centre, pharmacy (dispensing chemist), dentist, orthodontist, osteopath, chiropodist, veterinary surgeon, wellbeing centre
 - iii. Entertainment – food offer: Pub/wine bar, restaurant, takeaway, ice cream shop, craft café
 - iv. Other: Launderette/Dry Cleaner, Bank/building society, Car Tyres / Brakes / Wheels, Funeral Director, Mail Shop, Shoe repairs, Tailor, Solicitor/Accountant
3. Community facilities
 - i. Sports-access to outdoor & indoor sports, gym, fitness studio, Pilates/yoga, play space/publicly accessible playing fields
 - ii. Cultural offer – theatre, cinema, music venue, night club, hotel/guest house
 - iii. Education – day nursery and pre-school, school, tutor
 - iv. Job centre/ training centre
 - v. Police shop
 - vi. Asset of Community Value
 - vii. Community centre/Library
4. Environment & Heritage
 - i. Heritage – Listed Buildings, Buildings of Townscape Merit, Registered Parks & Gardens, Scheduled Monuments, conservation areas. Gateways to major tourist attractions.
 - ii. Museum/Gallery
 - iii. Environment – access to open space.
5. Employment
 - i. Employment designations
 - ii. Employment data (Inter Departmental Business Register)
 - iii. Serviced office/shared workspace

B - Centres meeting the needs of those living more than 400 metres from provision

Is it serving a community deficient in local shopping/services and/or reliant on one convenience store? (as criterion for town centres).

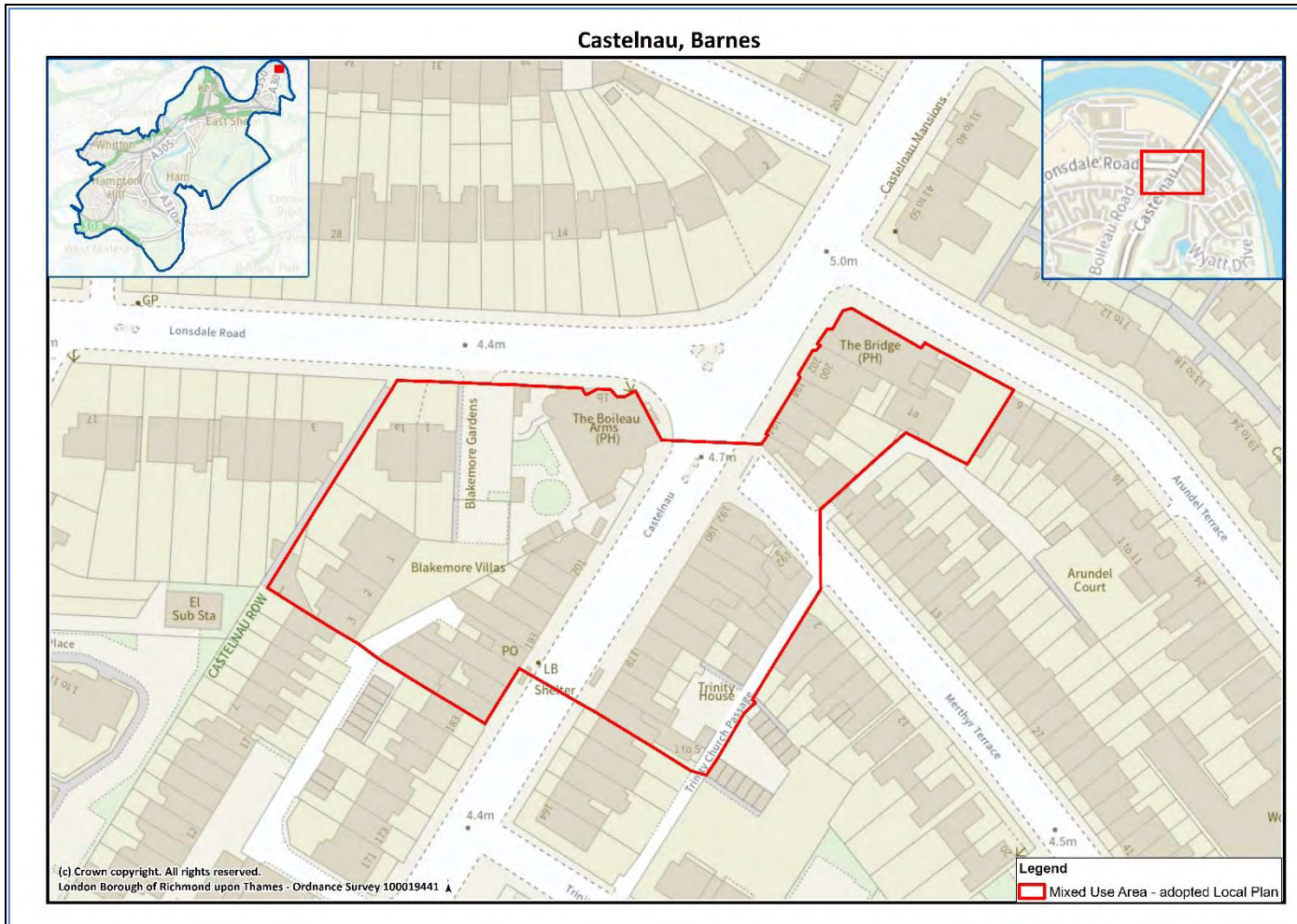
C - Centres meeting the needs of those living in areas less accessible by public transport

Is it serving a community with low **public transport accessibility**⁸ where residents may be more dependent on available provision? (as criterion for town centres).

D - Is it serving a community which is **relatively disadvantaged** in the borough? (IMD 2019⁹)

3: Neighbourhood Centres

3.1 Castelnau, Barnes



Overview:

Castelnau is a small neighbourhood centre which serves a community parts of which are firstly, relatively disadvantaged⁹, secondly, poorly connected in terms of public transport and thirdly, includes residential areas which are more than 400 metres from convenience provision. It is located to the south of Hammersmith Bridge on the borough boundary.

Policy & designations:

Adopted plan¹: Castelnau is classified as a neighbourhood centre in the adopted Local Plan centre hierarchy. Key shopping frontage (KSF) and Area of Mixed Use (AMU) boundary.

Regulation 18 Local Plan: As adopted Local Plan.

Publication Plan (Regulation 19) Local Plan³: Local Centre Boundary

Area Strategies:

Area profile- "...and there is also an important local shopping area at Castelnau which serves a distinct residential area that has been amongst the most relatively disadvantaged in the borough."

Policy – "support the neighbourhood centre of Castelnau to ensure day-to-day facilities are accessible, in accordance with Policy 1 Living Locally."

Related strategies/studies:**Urban Design Study¹²**

Character area – "Part of Castelnau forms a Neighbourhood Centre, and the road supports numerous retail and hospitality services."

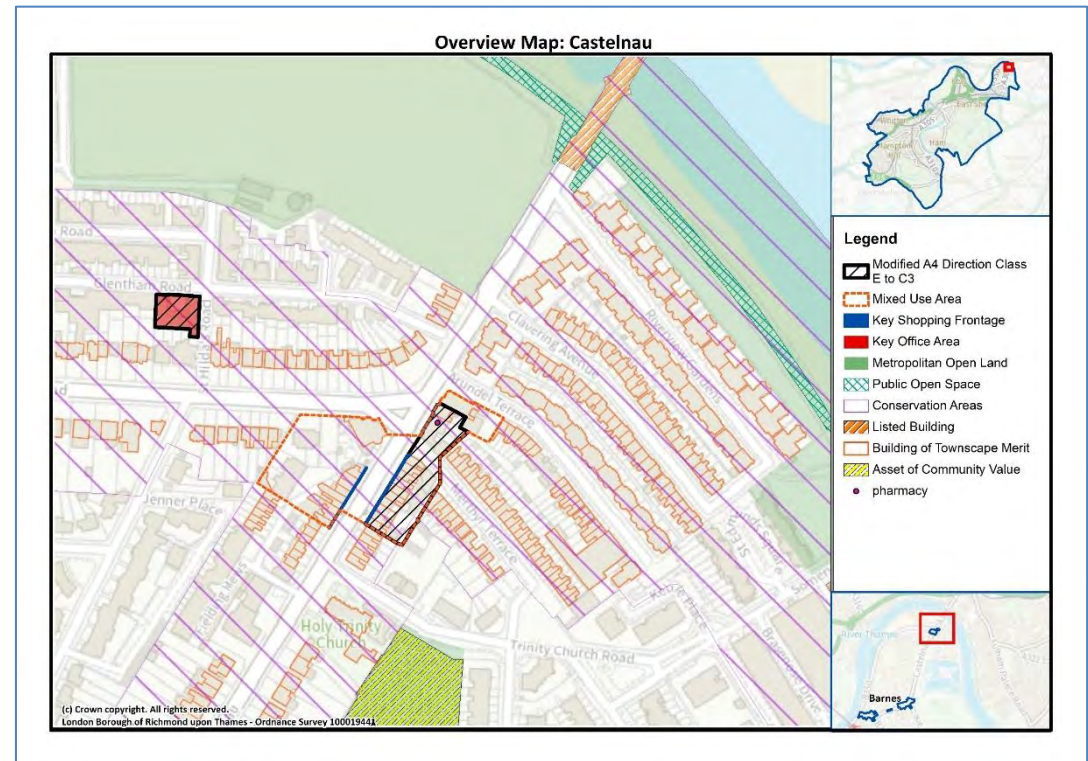
Character areas design guidance includes–

- Improve frontages, public realm and signage along Castelnau, retaining the current mix of uses that contribute to the sense of activity and vibrancy.
- Introduce further traffic management to reduce the dominance of cars and promote active travel along Castelnau. This could be achieved through 'greening' the road, either through planting or giving road space over to cycle lanes etc. Reinforce green street verges."

Village Plan SPD¹³ - Castelnau – "The various sections of retail frontage provide important amenities to local residents. The shop frontages and window displays provide an important splash of colour at first glance. However, the quality and retention of original features varies considerably and although there are good examples, several frontages have illuminated signs and lack conformity which detracts from the Conservation Area. The pavements and forecourt areas are often in a poor condition and there is a lack of suitable street furniture which detracts from the overall quality of place." Opportunity to retain and improve the quality of shop fronts.

Barnes Community Association^a

Support for the ambition of the shopping area, particularly Castelnau. We applied to the Community Fund in 2020 for a grant to improve the area and were unsuccessful for several reasons. Obstacles to improvement in the area have so far been unsurmountable so we would welcome the Council's support to implement positive changes to uplift the neighbourhood and to improve the vibrancy of the shopping parade. Require public realm improvements.

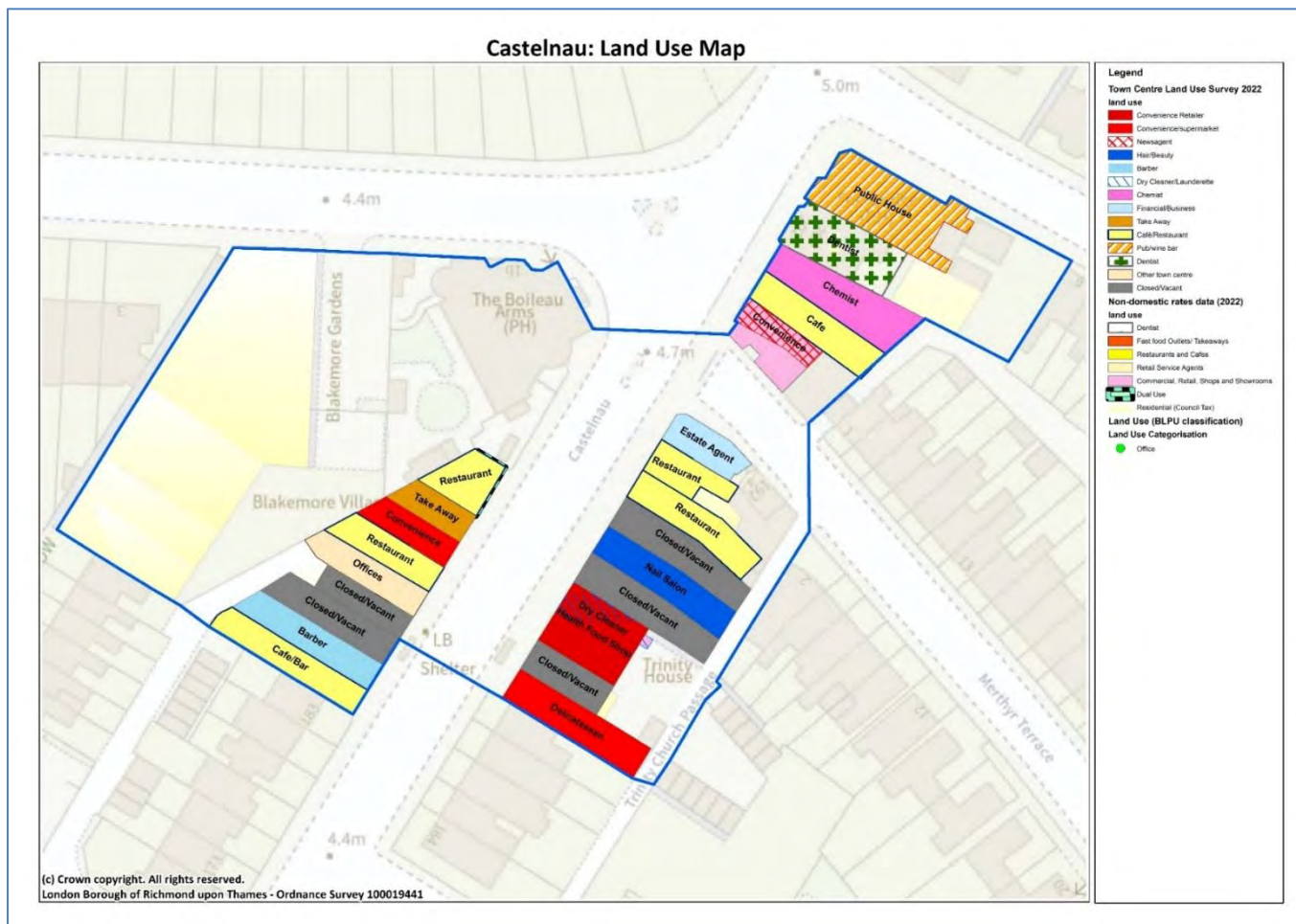


^a <https://www.barnes-ca.org/>

Public Realm Improvement Fund²²: Improvements in Castelnau parades - Approved project North Barnes / Castelnau is progressing well with the brief to arrive at a feasible, preferred concept design endorsed by the community and an estimated costing for the full scheme on target to be met by the end of March.

Reg 18 Consultation (Responses in full can be found on the Council’s website)²⁴. Summary of Reg 18 Consultation responses:

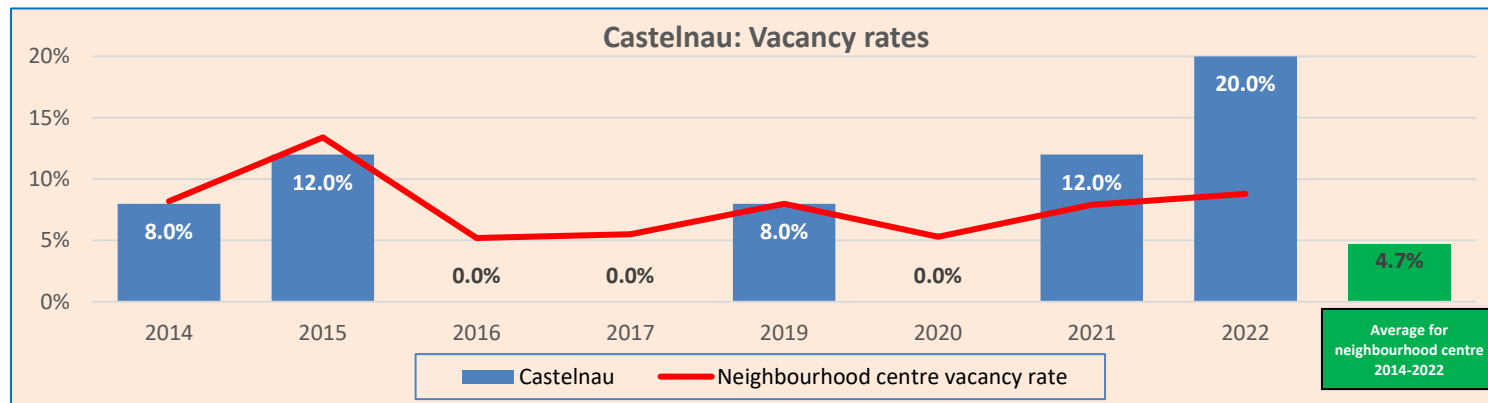
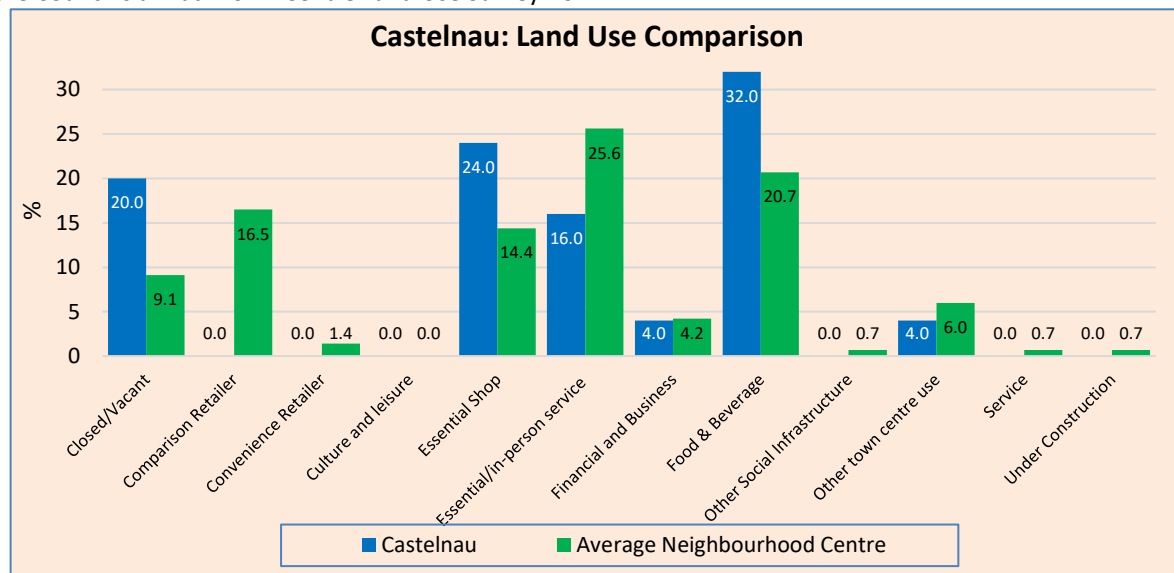
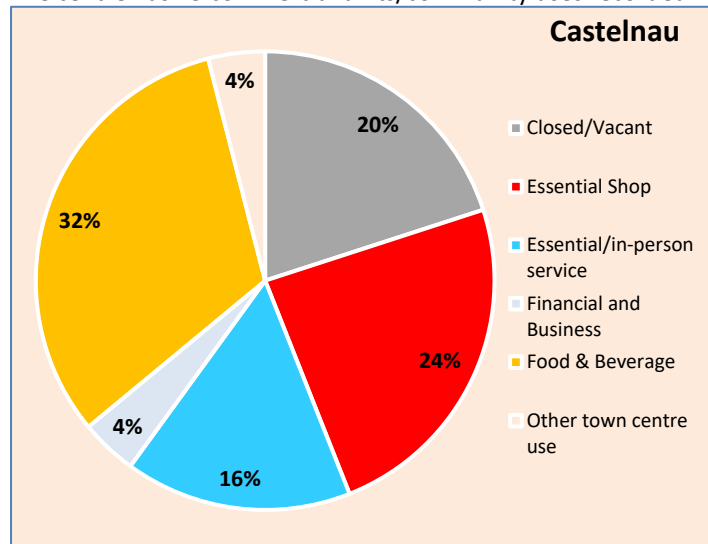
Richmond Council for Voluntary Service – Area profile for Barnes completely ignores that is an area of relative deprivation with extreme affluence neighbouring poor. The Barnes Fund produced a piece of community research last year which highlights the challenges residents face, and their experience of living there. They feel isolated – limited public transport, no affordable shops within walking distance, the ongoing situation with Hammersmith Bridge, lack of services delivered locally. They value community provision such as Castelnau Community Centre, and the Barnes Community Association and highlight the work that OSO Arts Centre did during the pandemic producing and delivering cooked food to those in need across the community. A mixed community of long-term residents and migrant workers, lack of qualifications, many in low paid and unstable work; significant issues with mental health and access to health services.



Source: SSA GIS mapping

Composition of centre

The centre has 25 commercial units/community uses recorded in the Council’s annual Town Centre Land Use Survey 2022¹⁴.



This combination of graphs tells us that Castelnau has a higher than average proportion of vacant premises at 20%. This figure is unusually high for Castelnau with the average 2014-2022 being only 4.7%.

In terms of other neighbourhood centres it is also well-represented in the number of essential shops and Food & Beverage outlets and less well-represented in terms of essential and in-person services. Nevertheless the centre includes a barber, nail salon, dentist and dry cleaner.

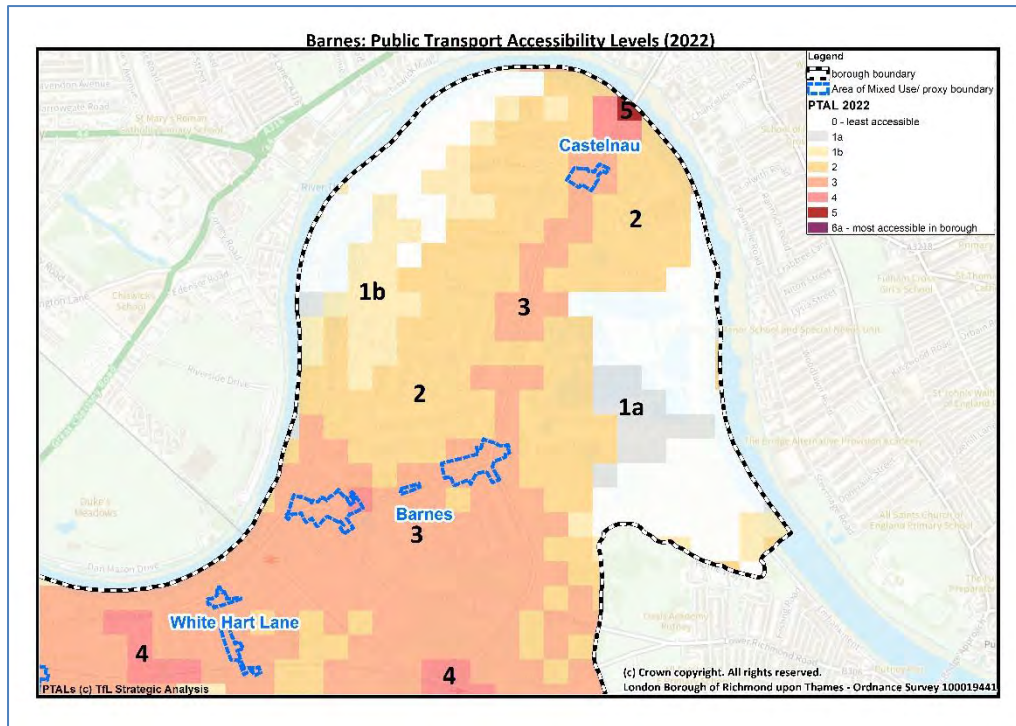
It has numerous restaurants and cafes and a pub.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Customer views/experience:

In 2021 a series of **Community Consultations**¹¹ were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website Some of the key issues raised are as follows:

- Revamp Youth centre
- Redesign space in front of shops.
- Issue with drugs.
- Area at risk from flooding



Accessibility⁸:

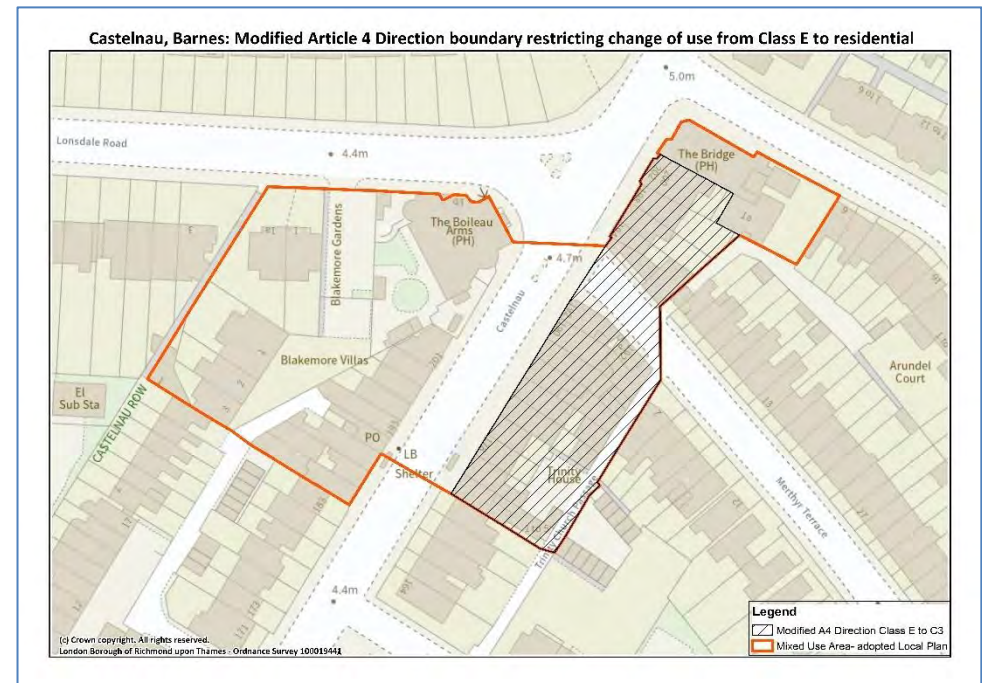
PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

Apart from the very north of Castelnuau which has a PTAL rating of 5 (nearest Hammersmith Bridge), the rest of the area has generally poor/ very poor public transport accessibility, unless along the main road with bus routes into Hammersmith. Some of the areas this parade serves have very poor access to public transport, partly due to the geography of the area, being located in a bend in the river.

Source PTALs © TfL Strategic Analysis

Article 4 Direction Class E (combined business class) to residential:

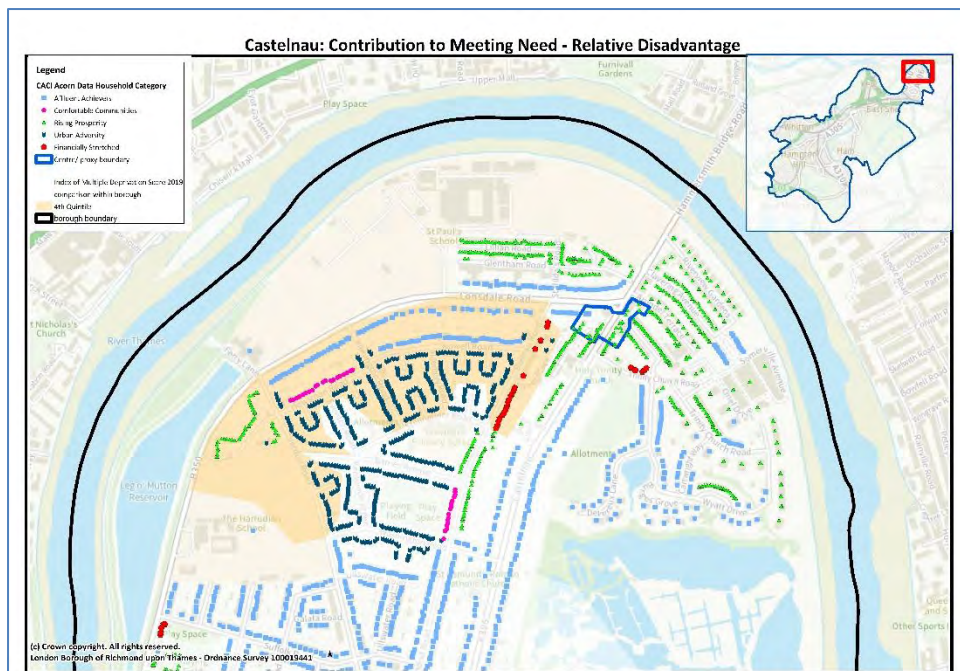
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State came into force on 29 July 2022⁵. The map opposite shows that businesses on the eastern side of Castelnuau are covered by the Direction.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	Wholly covered by	KOA/KBA: 42-46 Glenthams Road
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	✓ Castelnau Rec POS	Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM	Many	ILBP:
Newsagent	✓	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence		Physiotherapist/osteopath		Cinema		MOL	Notably Barn Elms, River Thames, Harrodian School	Other
Chemist	✓	Vet		Music venue/night club		OOLTI	Castelnau rec	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		LGS		
Provision: PO at isolated store on Verdun Road.		Pub/wine bar	✓ The Bridge	Other e.g. Job centre, police shop				
Tesco Express petrol filling station shop outside centre		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school	✓ Lowther Primary School, St Pauls School, Harrodian School			
		Other:		Day nursery	✓ Bright Horizons			
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre	✓ including Youth centre. Not within centre - Stillingfleet Rd			
				Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Museum/Gallery				
				Proximity to major attraction:	WWT London Wetland Centre			
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value – Barn Elms Allotments								



Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

- Affluent Achievers
- Comfortable Communities
- Rising Prosperity
- Urban Adversity
- Financially Stretched

CACI have produced a dataset (ACORN) which categorises households into different typologies. Using Census and other data CACI split postcodes into 6 main categories (further sub-divided) to assist in understanding the types of people living in each area¹⁹.

Castelnau serves a population to the west where there is significant social housing. Households in this area are primarily categorised as in “urban adversity” or “financially stretched”. It is also identified as relatively disadvantaged, when considering areas within the borough, according to the Index of Multiple Deprivation 2019⁹.

Centres meeting the needs of those living more than 400 metres from provision:

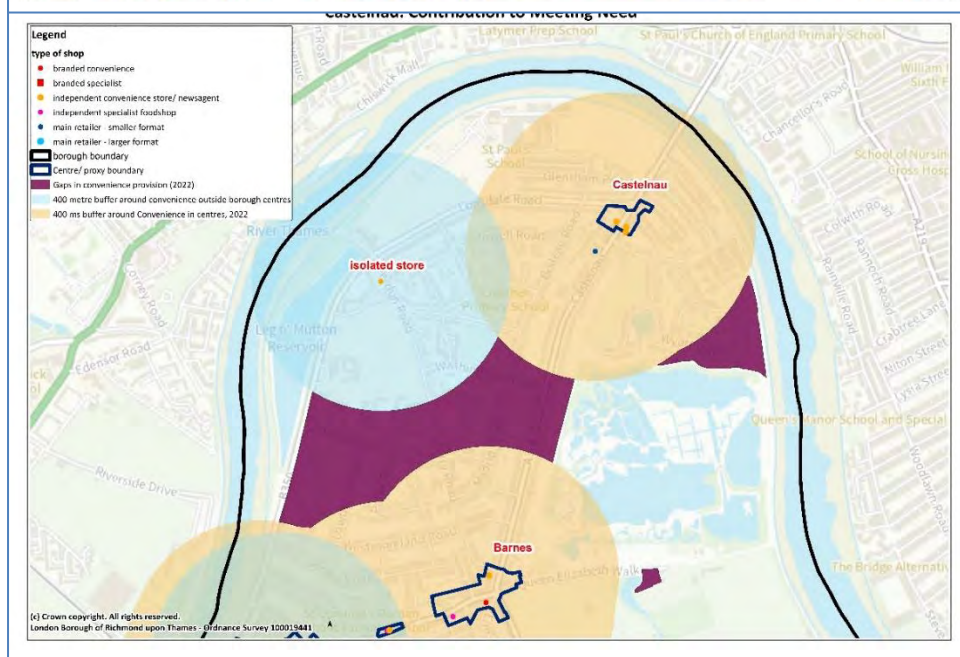
Residential areas more than 400 metres from existing convenience provision have been mapped 2022. Please Technical Appendix in Volume 1 for details.

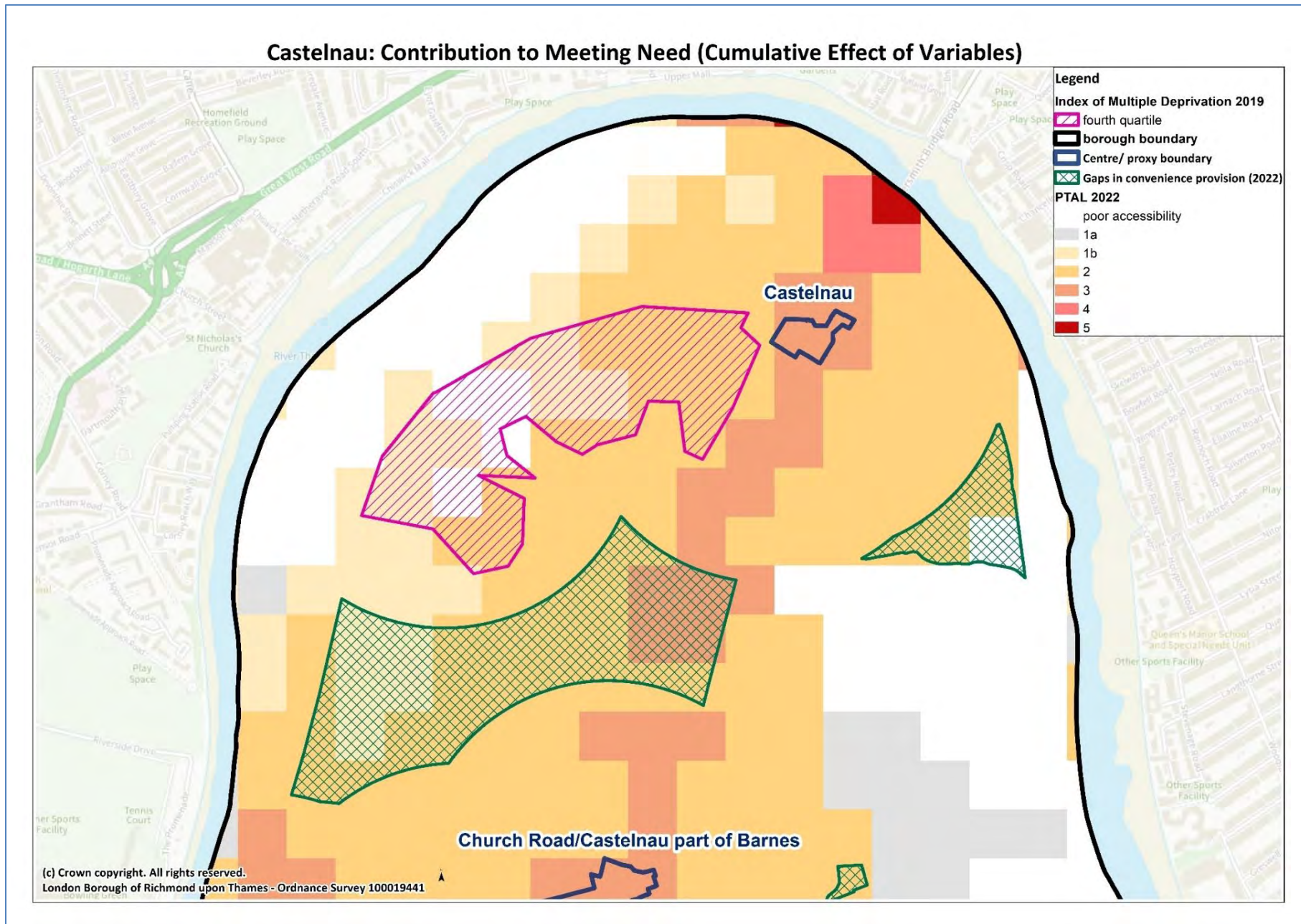
Castelnau serves areas where there are gaps in convenience provision as illustrated by the map opposite. In addition, an isolated independent store on Verdun Road provides essential shopping (and Post Office) for those living nearby. Should it close the gap in provision would be significantly larger.

Cumulative effect of multiple variables:

The map on the following page shows how crucial Castelnau is in providing essential shops & services for residents, particularly in meeting needs of residents living more than 400 metres from alternative facilities (mapped in purple on map opposite). This is exacerbated by the bend in the river isolating the area from the wider borough. It is reflected in the PTAL map for the area⁸, which identifies areas with the poorest public transport accessibility, and is in fact closely correlated with the area identified as having a gap in provision. There is also a close relationship between the less accessible area to the west of the centre and the Lower Layer Super Output Area¹⁸ (orange on map) which illustrates areas which are relatively disadvantaged within the borough.

Source: SSA GIS mapping





Source: SSA GIS mapping

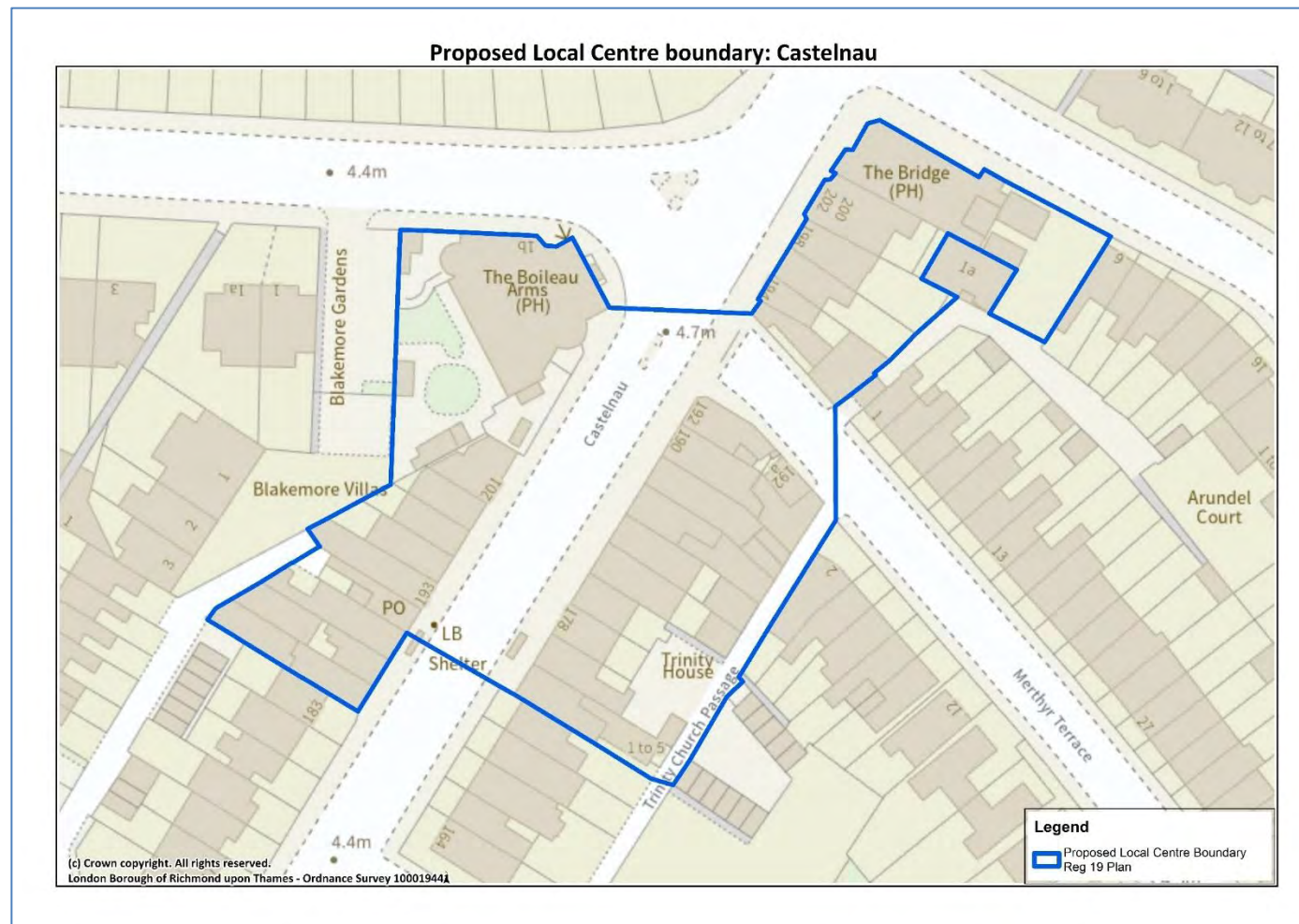
Summary:

Castelnau is a small neighbourhood centre which serves a community parts of which are firstly, relatively disadvantaged, secondly, poorly connected in terms of public transport and thirdly, includes residential areas which are more than 400 metres from convenience provision.

The Publication (Regulation 19) Local Plan identifies Castelnau as an important local shopping area which serves a distinct residential area that has been amongst the most relatively disadvantaged in the borough. Its future development should ensure that day-to-day facilities are available to the surrounding community.

Although Castelnau is a small centre it has both essential and useful shops & services including a pharmacy, newsagent, dry cleaner and deli.

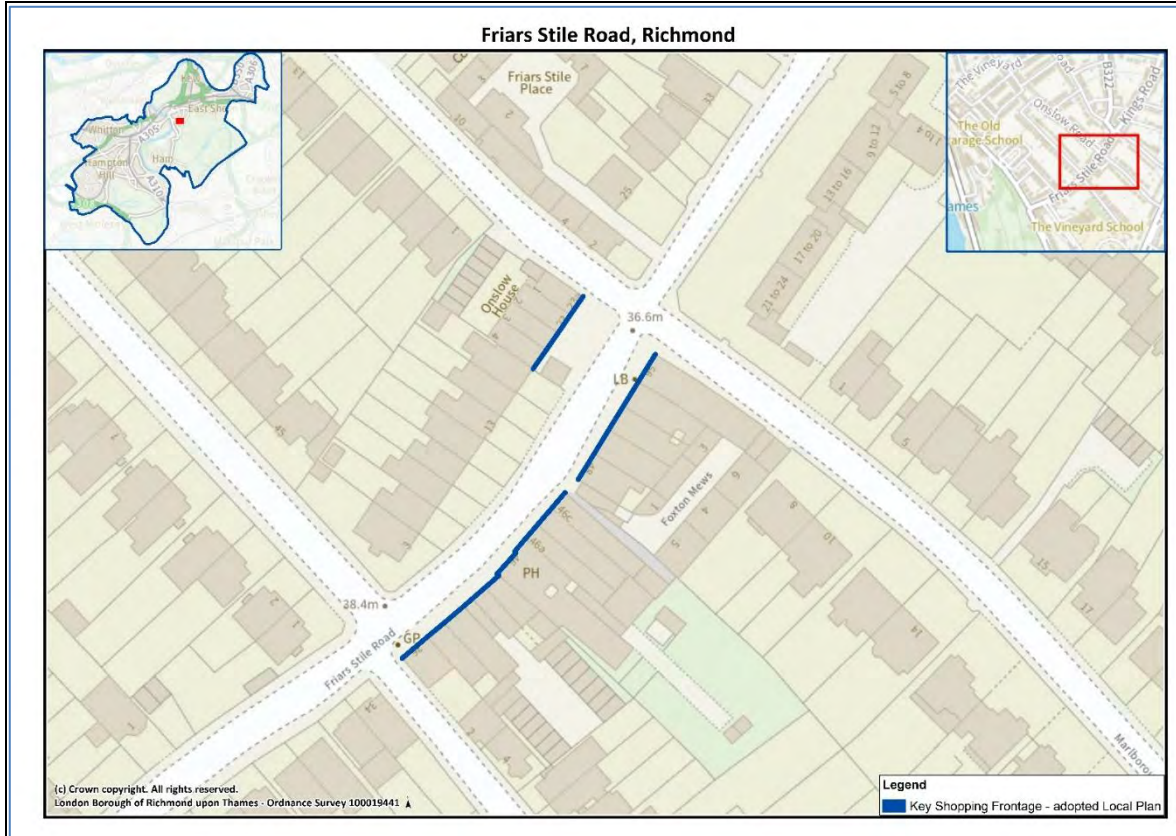
Castelnau is also one of the few centres which has a discreet catchment area (400 metre buffer). Its significance in terms of local retail and service provision justifies its position in the centre hierarchy as a neighbourhood centre.

**Recommendations:**

Hierarchy: No change. **Castelnau, is critical for serving a community which lacks local facilities, which includes people amongst the most disadvantaged in the borough and where access to public transport is poor in parts. Its significance in terms of service provision warrants its position in the centre hierarchy as a neighbourhood centre.**

Boundary: A local centre boundary is proposed which will facilitate policy implementation and is shown on the map above and will be displayed on the Policies Map.

3.2 Friars Stile Road, Richmond



Friars Stile Road



Sainsburys Local, Friars Stile Road



Overview: An attractive centre off Richmond Hill covered by either St Matthias Conservation Area or Richmond Hill Conservation Area. The shopping provision fulfils a valuable role for residents living to the south of Richmond (noting the barrier of Richmond Park to the east) which are more than 400 metres from convenience provision. In addition, the centre falls within PTAL 1b which is amongst the lowest in the borough⁸ (6 indicating high accessibility & 0 indicating low accessibility). Furthermore, the centre serves an area to the east which is identified as being amongst the most disadvantaged⁹ in the borough and correlates strongly with the location of social housing.

The redevelopment of the Royal Star & Garter Home completed in 2018 resulted in a further 86 dwellings in the area to the south of this centre which are likely to be served by this centre for top up shopping.

Policy & designations:

Adopted plan¹: Friars Stile Road is classified as a neighbourhood centre in the adopted Local Plan centre hierarchy. Church Road section: 49-85 Church Road, Barnes (AMU), Church Road/ Castelnau section (AMU) & Barnes High Street section (AMU & KOA)

Regulation 18 Local Plan: AMU, SSF & KSF,

Publication Plan (Regulation 19) Local Plan³: local centre boundary, SA – American University. The site has been marketed as the university has relocated to its Chiswick site. Potential for some increase in the resident population, which could be partly served by this centre.

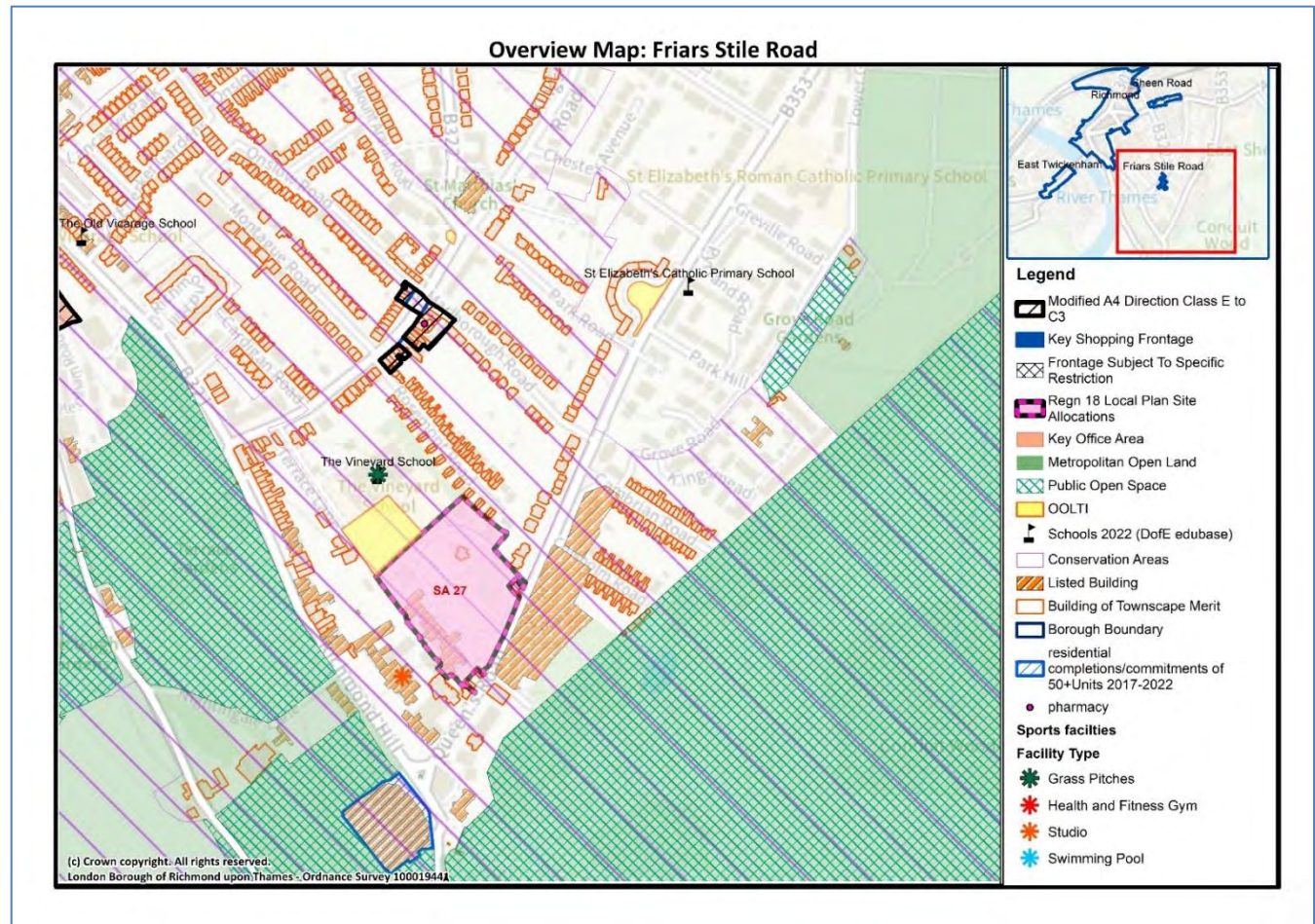
Related strategies:

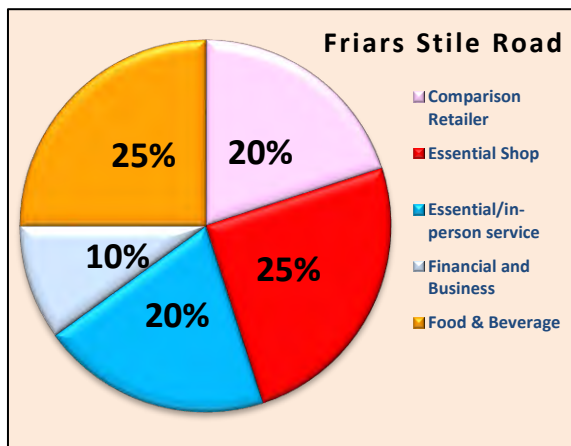
Village Plan SPD¹³ - Richmond and Richmond Hill

There are a few shopping parades and some individual shops on Friars Stile Road, between Marlborough Road in the east and Richmond Hill in the west. They are generally late nineteenth-century rows in stock brick with decorative details in stucco to the upper floors. The shops are nearly all still in use and some of the upper floors are in residential use, which is likely to have been the original use.

The parades on Friars Stile Road lack uniformity in the shop design and it is not clear to what extent they had matching shopfronts. Periodic upgrade of most of the shopfronts has left only a few examples retaining recognisably historic or high quality elements.

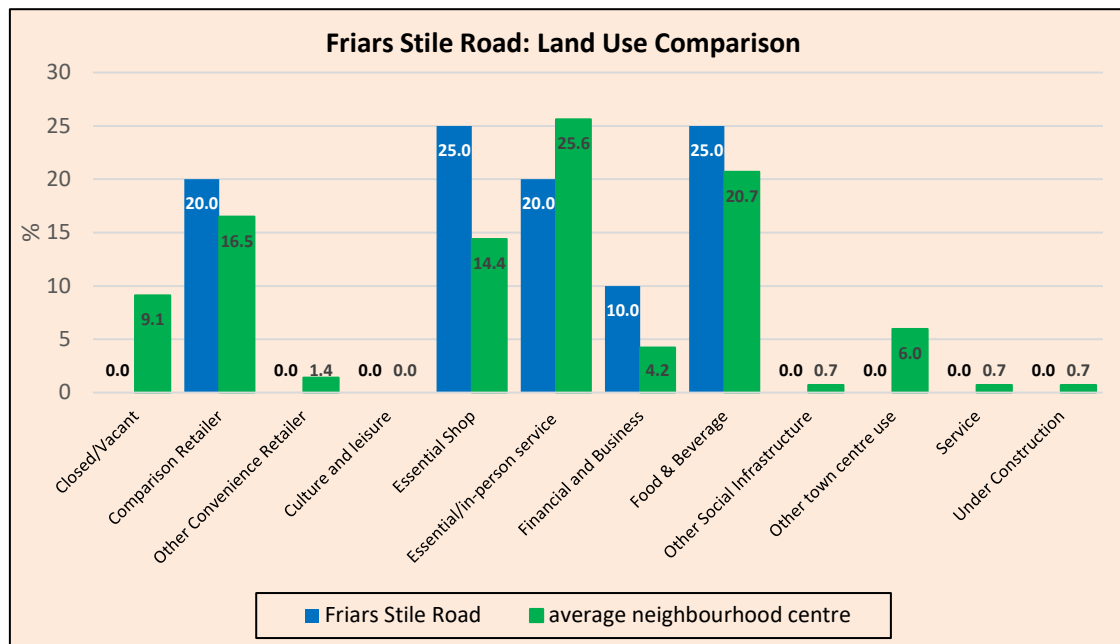
Regulation 18 Plan Consultation: (Responses in full can be found on the Council’s website)²⁴. No specific comments on this centre.





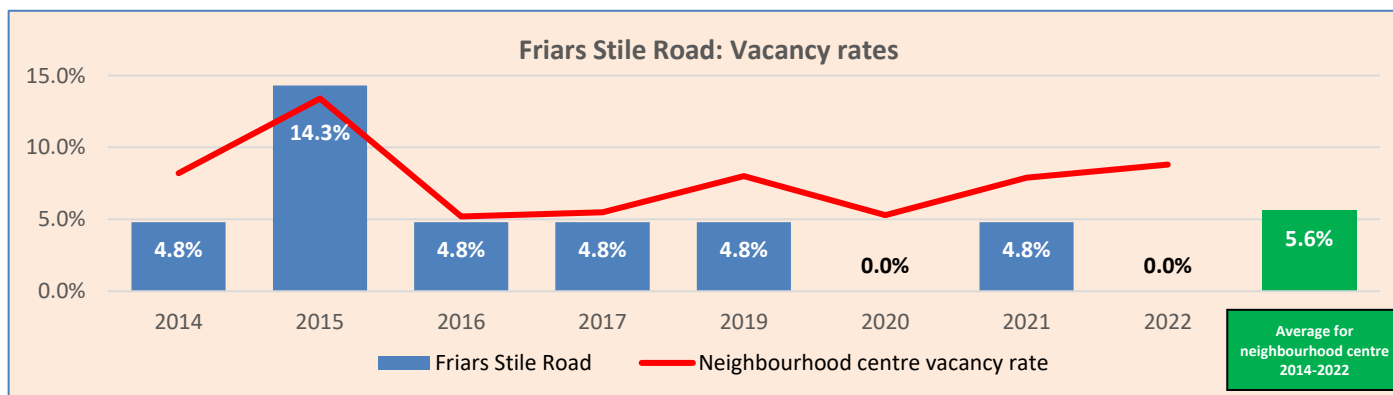
Composition of centre

The centre has approximately 20 commercial/community units recorded as part of the Council’s annual land use survey, making it the smallest neighbourhood centre in terms of total numbers of outlets.



Compared to the average neighbourhood centre Friar’s Stile Road has more shops categorised as essential and fewer essential/in-person services. It has a larger proportion of comparison shops and food & beverage outlets compared to others in this tier.

Vacancy rates:



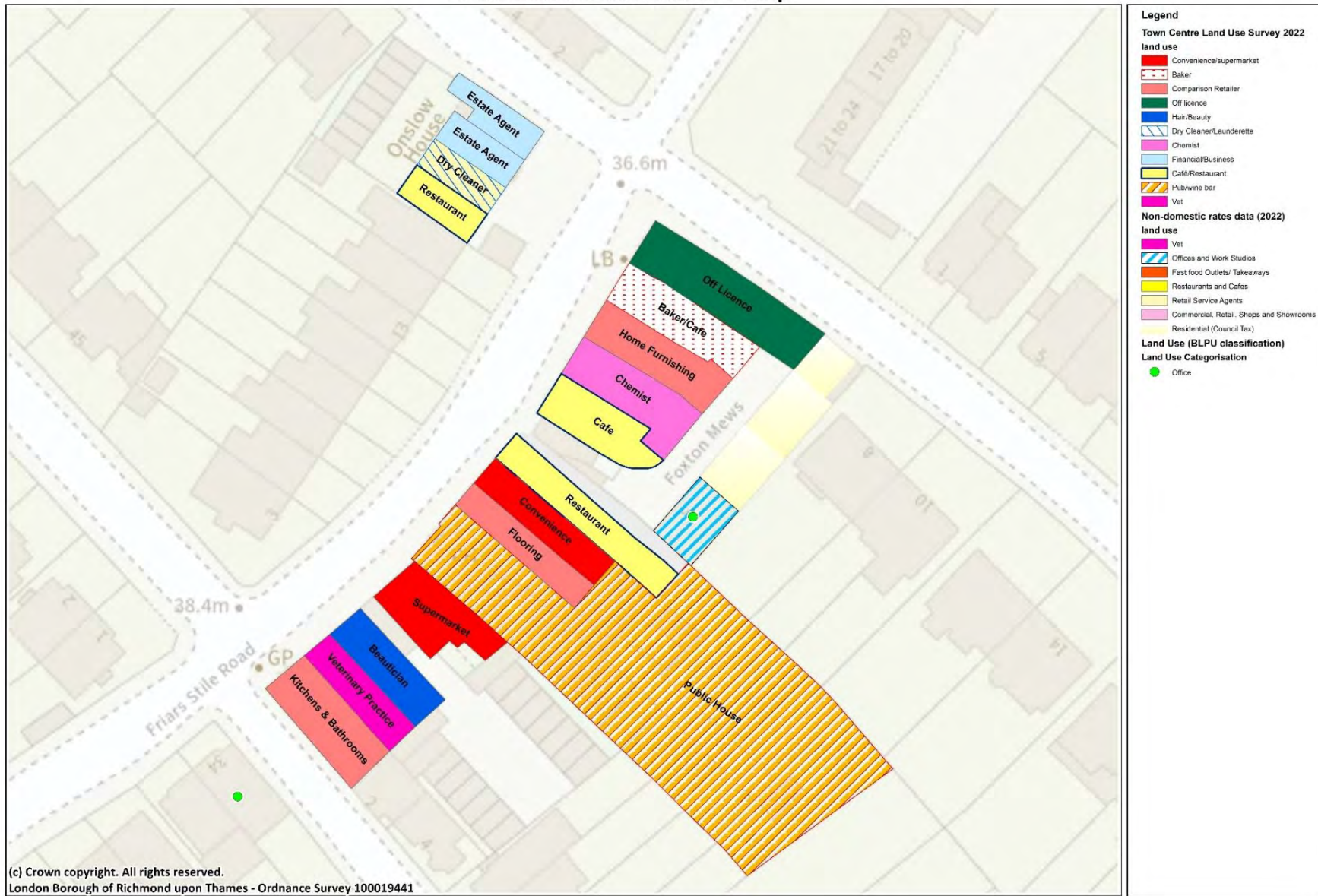
The 2022 Centre Land Use Survey recorded no vacancies for this centre. Vacancy rates have been consistently below the neighbourhood centre average in recent years.

Source: SSA Town Centre Land Use Survey 2022¹⁴

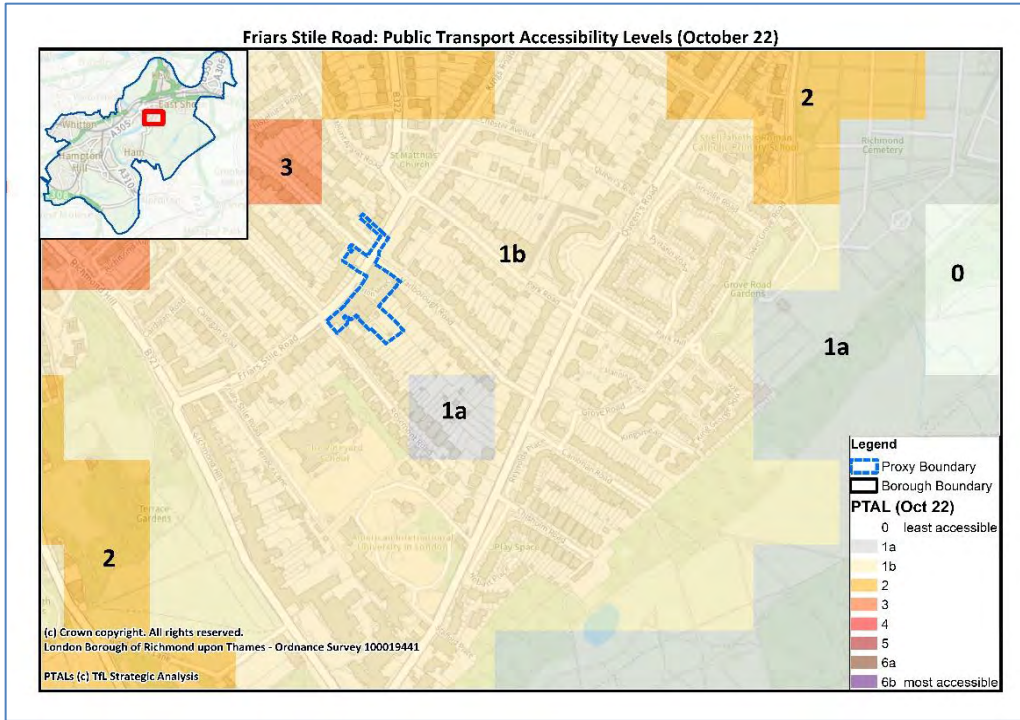
Customer views/experience:

In 2021 a series of **Community Consultations**¹¹ were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website.

Friars Stile Road: Land Use Map



Source: SSA GIS mapping



Accessibility⁸:

PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

This centre is quite clearly providing for those with very poor public transport accessibility.

Source PTALs © Tfl Strategic Analysis

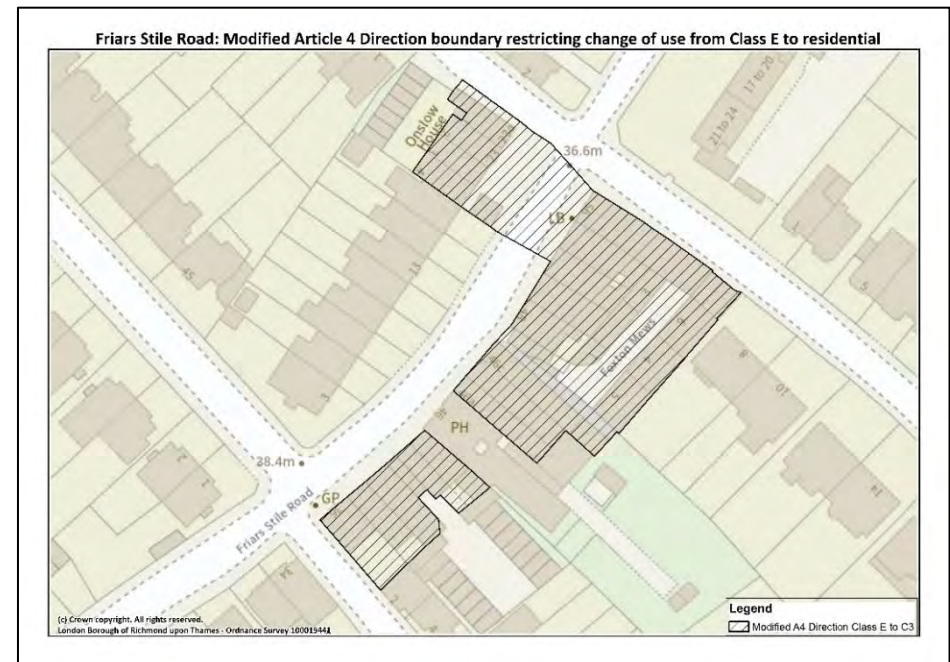
Article 4 Direction Class E (combined business class) to residential:

An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and coming into force on 29 July 2022⁵. Most of Friars Stile Road’s commercial units/community uses are within the boundary of the Direction, recognising the centre’s importance in terms of providing shops and services for the community and in providing employment.



Foxtons Mews

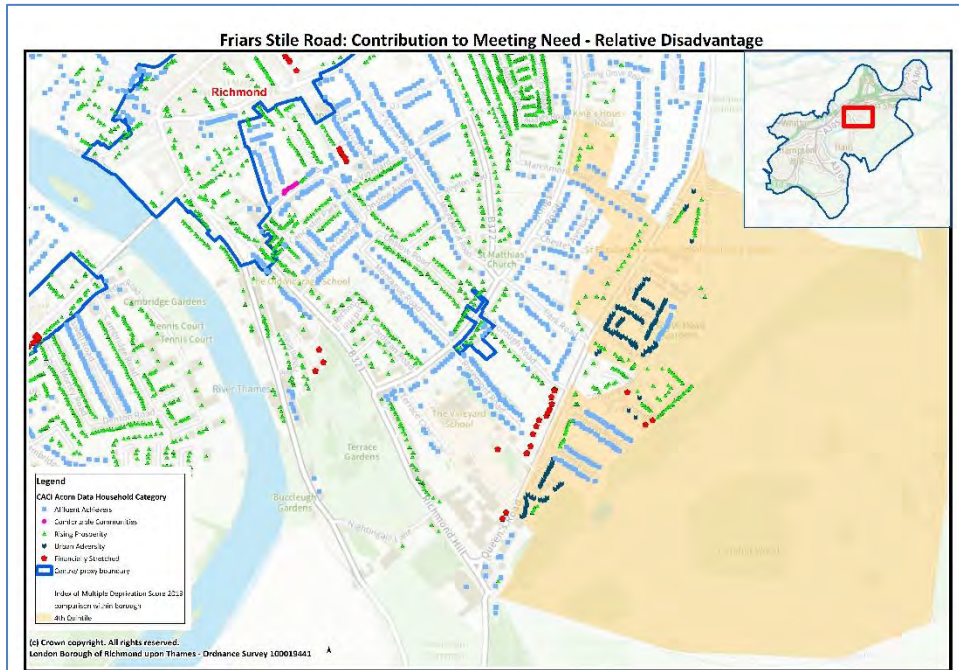
There are no Site Allocations within the immediate vicinity of this centre.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber		Sports & Leisure facilities:		Conservation Area	wholly	KOA/KBA:
Baker	✓	Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS		Listed Building	St Matthias Church nearby	
Butcher		Health facilities/vet:		Gym/fitness		BTM	many	ILBP:
Newsagent	*	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office:
Greengrocer	*	chiroprapist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL	In vicinity Terrace Gardens, Richmond Park (both with several designations)	Other : Some employment in Foxton Mews.
Chemist	✓	Vet	✓	Music venue/night club		OOLTI	Kings Road	
Dispensing?	yes	Food & Beverage offer:		Hotel/guesthouse		LGS		
supermarket/ general store etc	✓	Pub/wine bar	✓	Other e.g. Job centre, police shop				
Provision: Sainsburys Local, various independents		restaurant/café/ice cream shop/craft cafe	✓	Education:				
Richmond Greens*		take away	✓	School / pre-school	The Vineyard School			
		Other:		Day nursery				
		Launderette/Dry Cleaner	✓	Tutor/education centre	First Aid Training Centre			
		Bank/building society		Community Centre				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Library				
				Museum/Gallery				
				Proximity to major attraction:	Close to, but not major gateway for Richmond Park.			
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value								



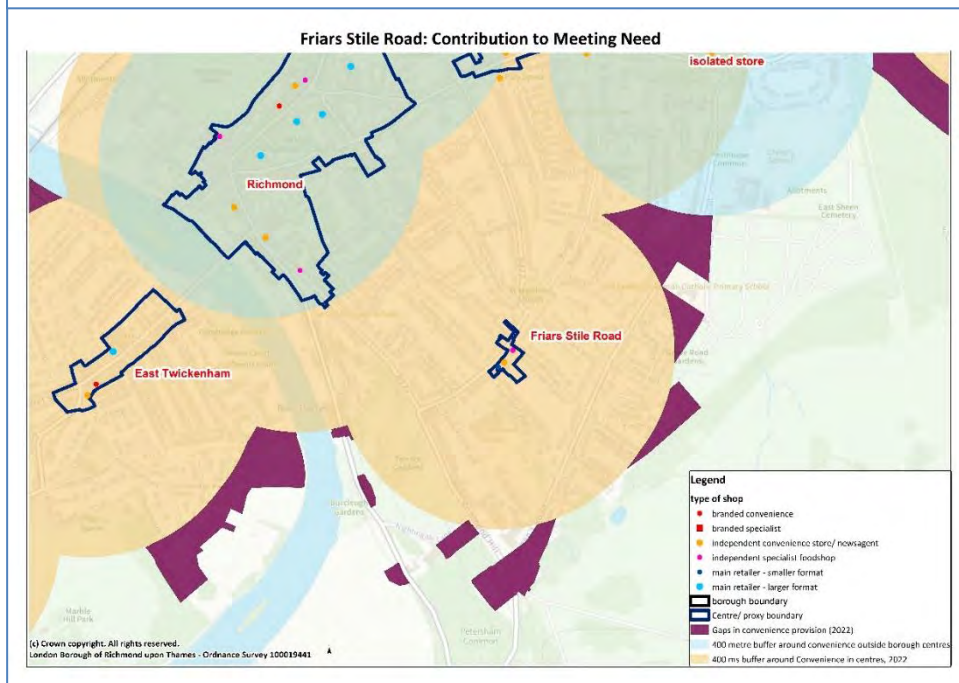
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

- Affluent Achievers
- Comfortable Communities
- Rising Prosperity
- Urban Adversity
- Financially Stretched

CACI have produced a dataset (ACORN) which categorises households into different typologies. Using Census and other data CACI split postcodes into 6 main categories (further subdivided) to assist in understanding the types of people living in each area¹⁹.

Friars Stile Road serves a mixture of household categories (ACORN), primarily affluent achievers in its immediate catchment. It also serves a population to the east where there is significant social housing. Households in this area are primarily categorised as in “urban adversity”. It is also identified as relatively disadvantaged (Lower Layer Super Output Area¹⁸ (orange on map)), when considering areas within the borough, according to the Index of Multiple Deprivation 2019⁹.



Centres meeting the needs of those living more than 400 metres from provision:

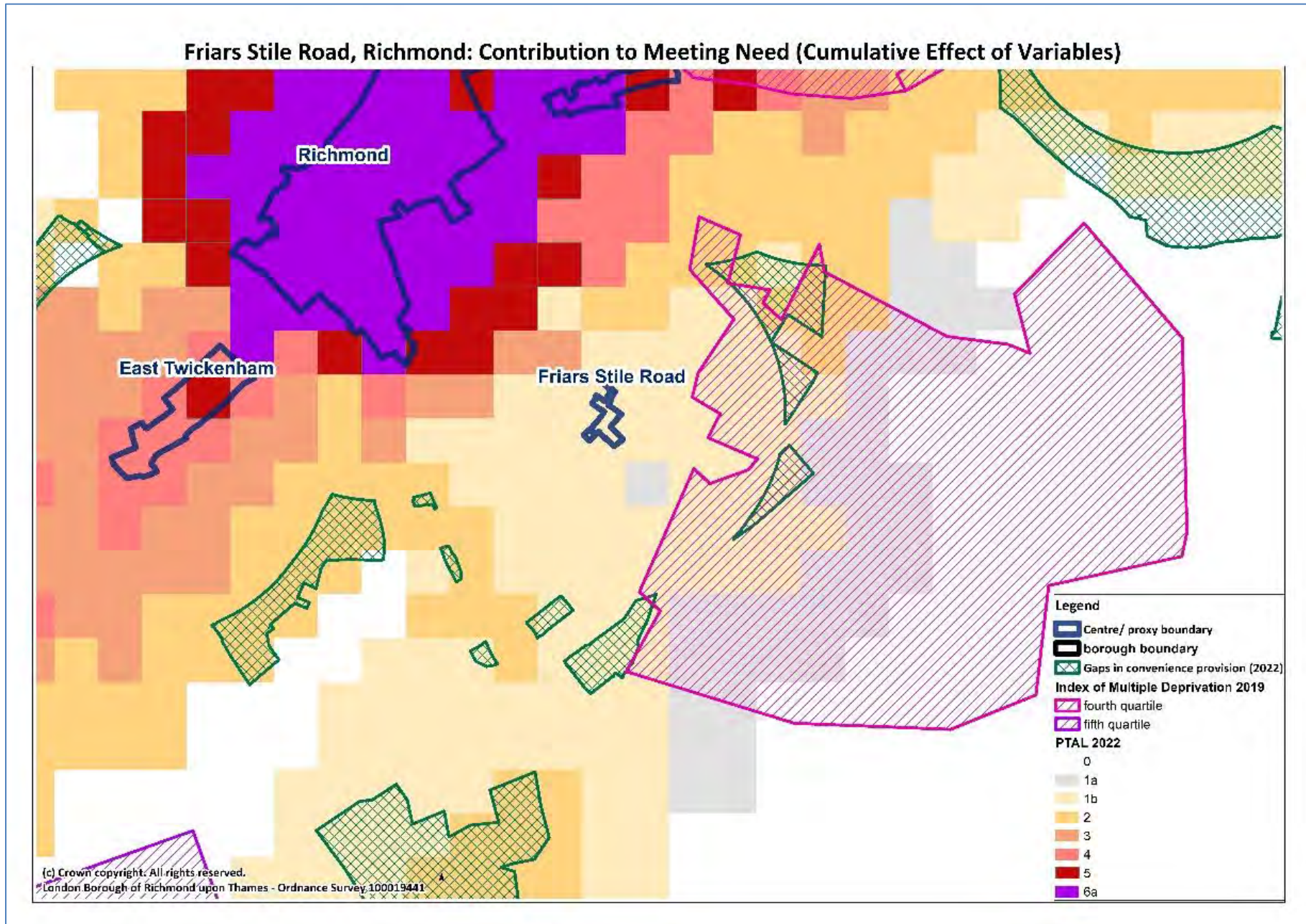
Residential areas more than 400 metres from existing convenience provision have been mapped 2022. Please Technical Appendix in Volume 1 for details.

Friars Stile Road is bounded to the east by Richmond Park. It has a more or less discrete catchment. Because of its location it particularly important in meeting local needs. It serves areas where there are gaps in convenience provision as illustrated by the map opposite. It also has a largely discreet 400 metre buffer.

Cumulative effect of multiple variables:

In addition to these factors, the area has relatively poor public transport accessibility. The map on the following page overlays the three variables which shows how important this centre is in providing essential shops & services for local residents.

Source: SSA GIS mapping



Source: SSA GIS mapping

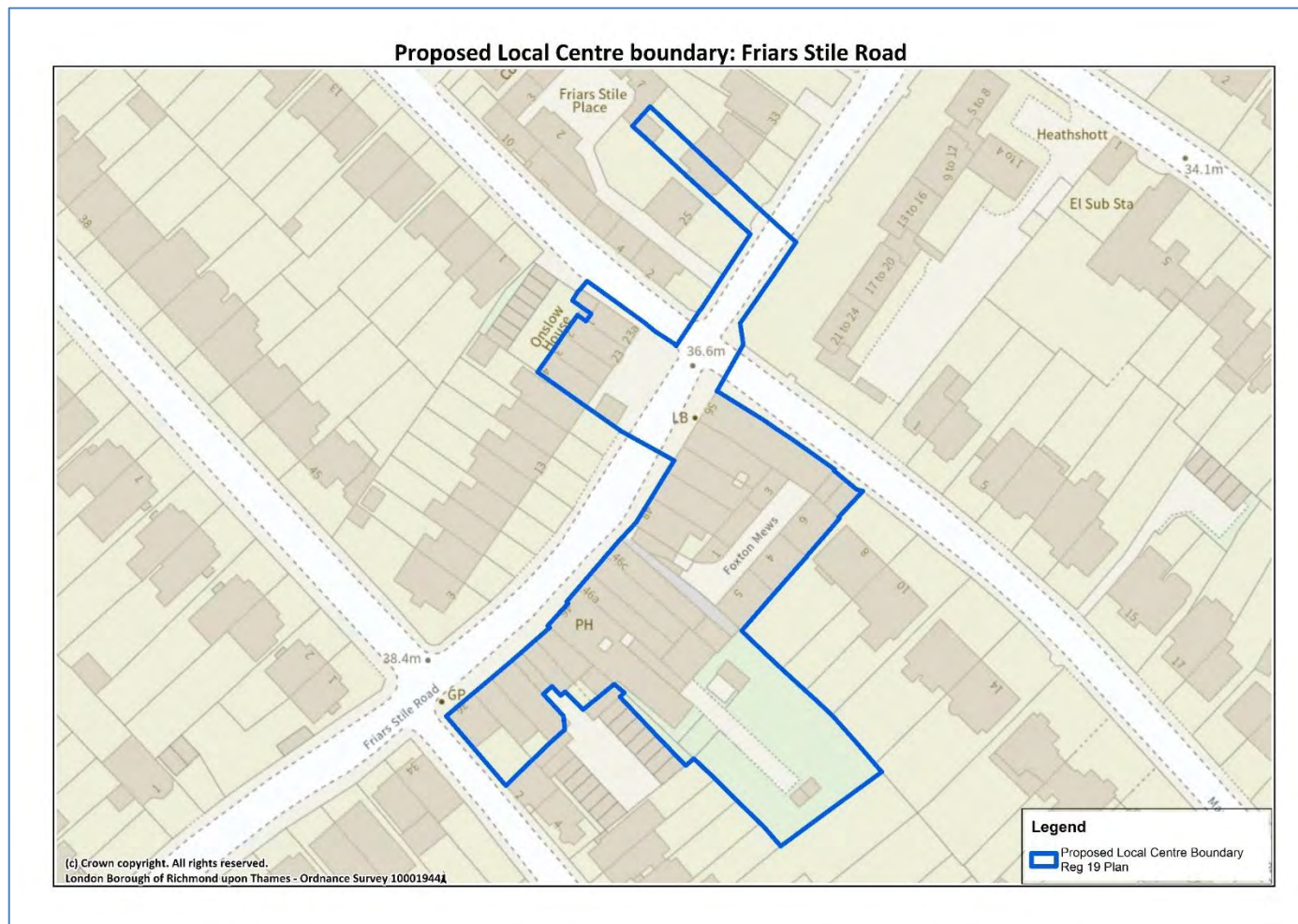
Summary:

An attractive centre off Richmond Hill covered by either St Matthias Conservation Area or Richmond Hill Conservation Area. The parade fulfils a valuable shopping role to residents living to the east and south which are more than 400 metres from convenience provision. It is one of the few centres which for the most part does not have an overlapping catchment and furthermore the area it serves is bounded by Richmond Park to the east.

In addition, the centre falls within PTAL 1b which is amongst the lowest in the borough (6 indicating high public transport accessibility & 0 indicating low accessibility)⁸.

Furthermore, the centre serves an area to the east which is identified as being amongst the most disadvantaged in the borough⁹.

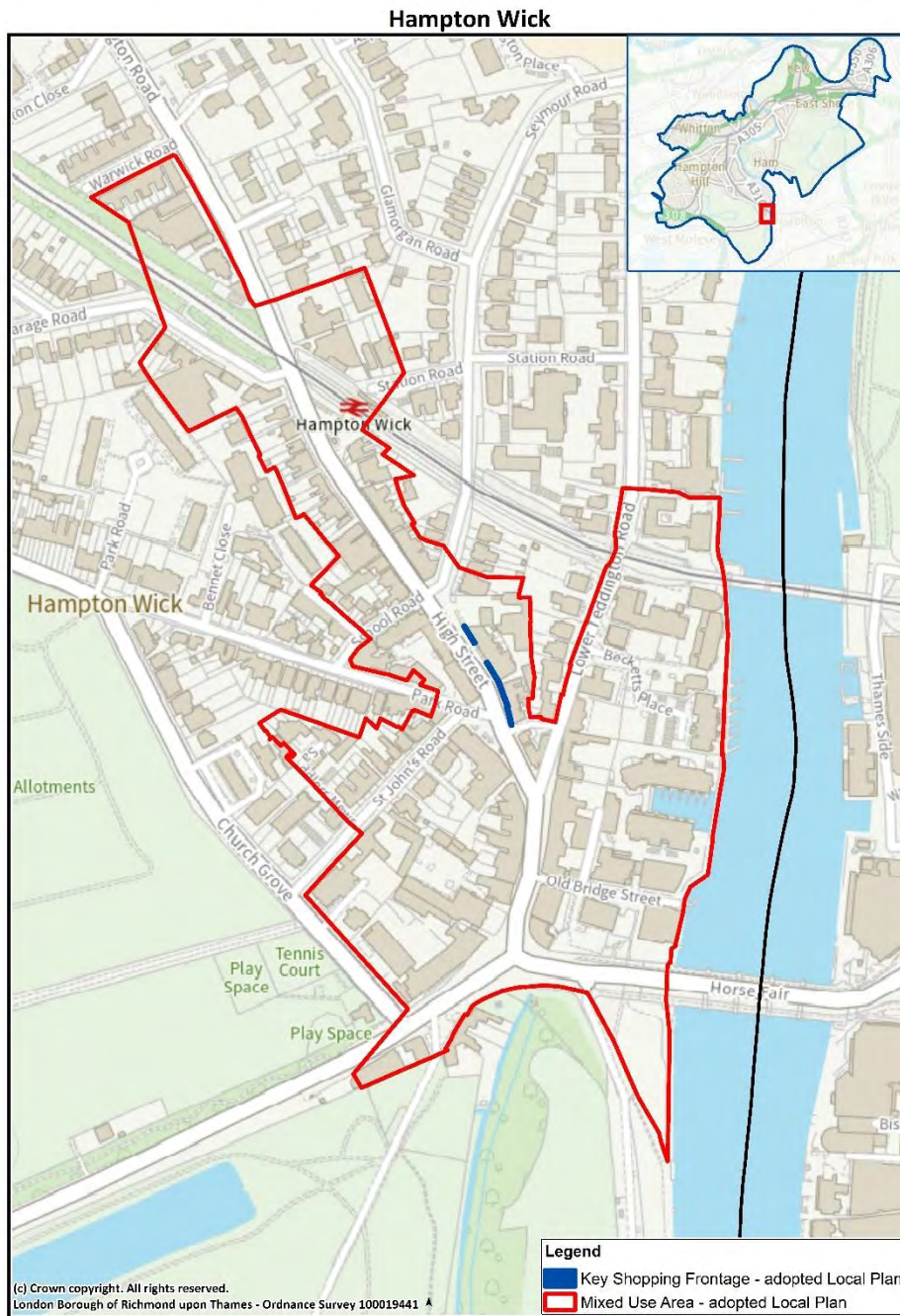
This parade had no vacancies in 2022 and at 25% has a significantly higher proportion of shops considered as “essential” as set out in the Regulation 19 Local Plan as well as useful services. This compact neighbourhood centre plays such an important role in meeting local need and no change to its position in the hierarchy is proposed.

**Recommendations:**

Hierarchy: No change.

Boundary: In the adopted Local Plan this centre did not have a defined AMU boundary. A Local Centre boundary is proposed to facilitate policy implementation, as illustrated on the map above and will be shown on the Policies Map.

3.4 Hampton Wick



Overview: Hampton Wick is a small centre on the borough boundary, located to the west of Kingston Bridge. To the east is the much larger Kingston metropolitan centre (as defined in the London Plan) which has extensive shopping facilities. The centre is situated on the busy High Street/ Kingston Road linking Teddington district centre to Kingston, and thus is a visible centre, albeit that stopping & parking are difficult.

Hampton Wick has a British Rail Station with connections to London Waterloo. To the north of the boundary the centre falls within PTAL 3, and to the south within PTAL 4/5 (6 indicating high accessibility & 0 indicating low accessibility⁸). Hampton Wick has both a local function and includes some specialist shopping such as Sigma Sports & Monks Records. The commercial uses are interspersed with residential use.

This centre, along with Kingston Road centre, serves a local population which has increased in recent years through the development of substantial sites at Normansfield Hospital, Teddington Studios and at Sandy Lane, occupants of which could potentially use Hampton Wick station for commuting.

In addition, there are communities living to the north who are more than 400 metres from convenience provision.

Previously, the centre had consistently experienced high vacancy rates and thus the centre's Secondary Shopping Frontage was removed to allow for flexibility for change of use.

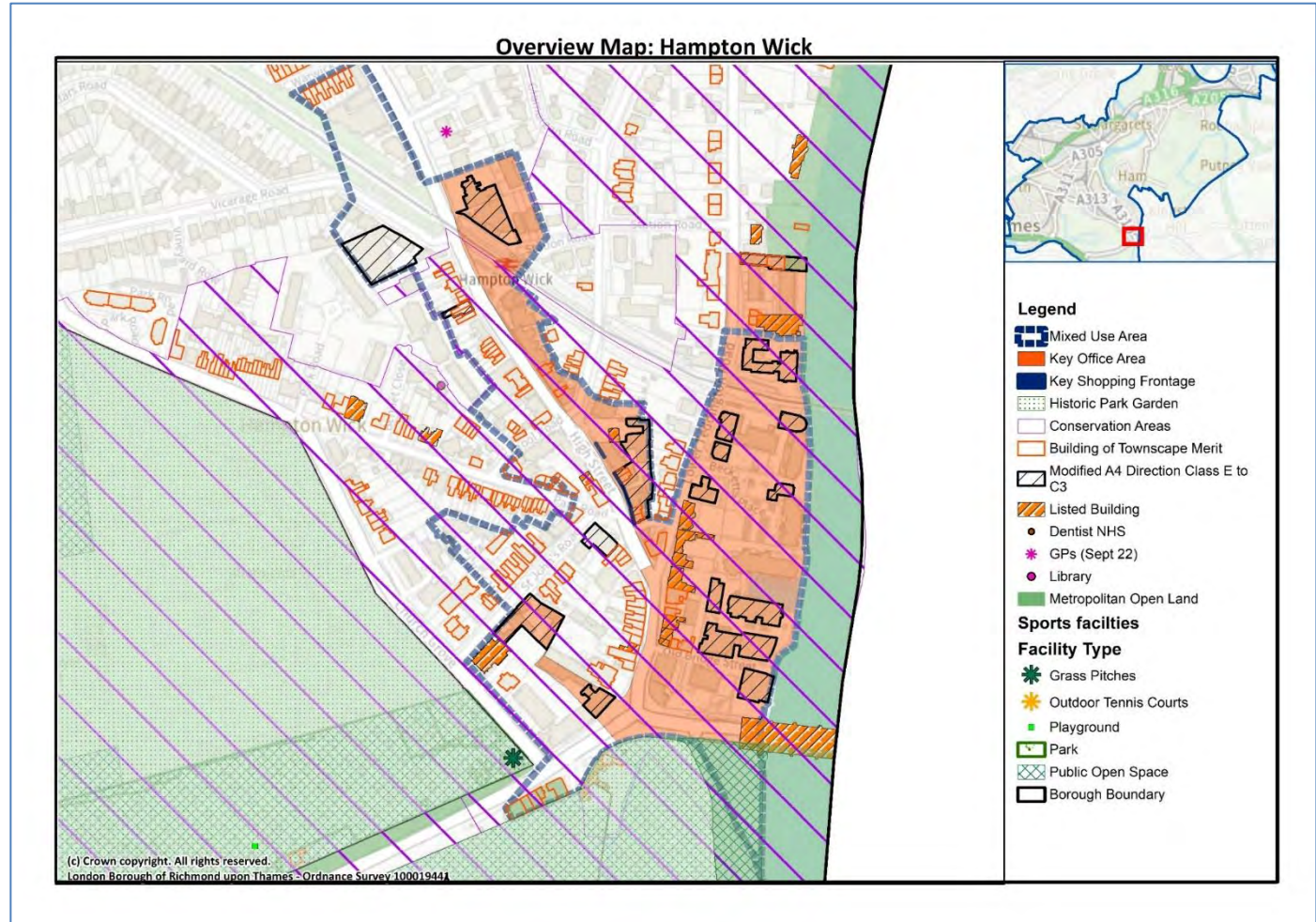
Hampton Wick's Key Business Area (KBA) and beyond includes a significant office area in the borough and is characterised by several stand-alone purpose built offices mainly to the east of the High Street, for example Beckett's Place and other smaller office stock such as can be found in St Johns Mews. Occupiers are attracted to the area because of the availability of this type of office stock and close proximity to Kingston. Hampton Wick also has some industrial premises such as on Vicarage Road.

Policy & designations:

Adopted plan: Hampton Wick is classified as a neighbourhood centre in the adopted Local Plan centre hierarchy and is defined by an Area of Mixed Use. Key Shopping Frontage (KSF) only at High Street Nos.32-48 (even) No. 56-58 (even). Key Office Area.

Regulation 18 Local Plan: as adopted Plan. KOA renamed as KBA. No Site Allocations.

Publication Plan (Regulation 19) Local Plan: Proposed Local Centre Boundary.



Proposed development - Kingston Bridge House, Church Grove, Hampton Wick – planning application 22/1029/FUL - Facade and elevational improvements, infill extension at ground floor level and change of use of the building to provide 70 new homes with associated landscaping, access, parking/refuse provision and external alterations.

Publication (Regulation 19) Plan³ Area Strategies:

“The existing character of Hampton Wick ...is good, with areas of high-quality architecture and heritage value, and an overall high sensitivity to change. The strategy is to conserve and enhance the coherence and strength of character across the area, improving connection to the Thames and its wider setting.”

The Vision – “The vision for Hampton Wick is to retain its sense of identity and offer an attractive mix of retail and other facilities, making the most of its location close to the River Thames and expansive open spaces at Bushy and Home Parks, which face recreational pressures but have protected status as an important habitat for wildlife and a Site of Special Scientific Interest.”

Policy is expected to “Contribute to a sense of activity and vibrancy in the town and neighbourhood centres, retaining the mix of uses including restaurants, cafés, and pubs.”



Office Adjacent Kingston Bridge

Related strategies/ Partners:

- [Village Plan SPD¹³](#) – Planning Policy Aims for Hampton Wick include:
 - The local shopping area at Hampton Wick will be protected and improved, enabling it to thrive and provide shopping and other services to meet local needs.
 - Shopfronts, signs and advertisements will maintain local character.
 - The distinctive local character of the area will be maintained and enhanced, including Hampton Wick’s listed buildings and Conservation Areas. New development, including associated green space and planting, will be of high quality design which respects and enhances the distinctive local character.
 - Land will be protected for employment use, notably at Hampton Wick’s Key Office Area of the High Street and Lower Teddington Road.
 - Facilities to meet community and social infrastructure needs will be sought, to help reduce inequality and support the local economy.
 - Hampton Wick’s unique river environment will be protected and enhanced where possible, for wildlife and recreation. Open space and Areas of Metropolitan Open Land will be protected.
 - The impact of new development on the transport network will be carefully considered, and appropriate provision for parking, walking and cycling will be made. The impact of through traffic and congestion will be managed and reduced where possible, and improvements to public transport will be sought in partnership with organisations including Transport for London.
- [Urban Design Study 2023¹²](#)

The high street follows a distinctive curve reinforced by a continuous façade of 18th and 19th century, 2-3 storey buildings. Independent and traditional shop fronts have been retained in parts, and variation in eaves create an interesting roofscape. The neighbourhood centre along High Street brings activity and vibrancy, with a small range of independent and specialist shops, restaurants and services.

Character area design guidance includes: Upgrade public realm with high-quality furniture to reanimate it as a local hub for shops, cafés, and small businesses.

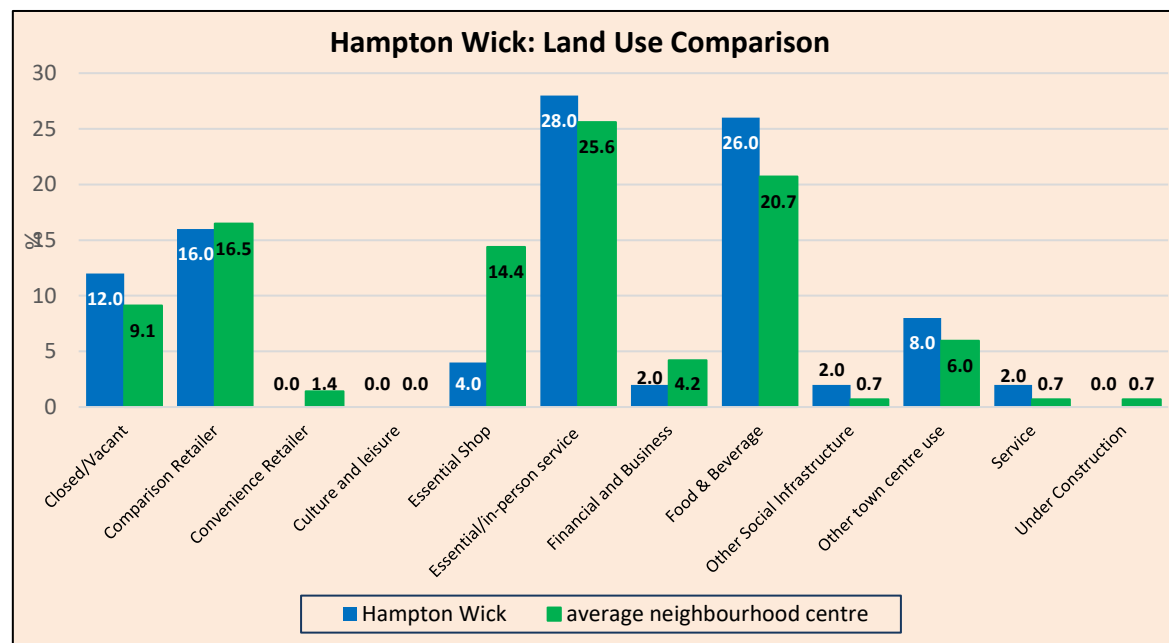
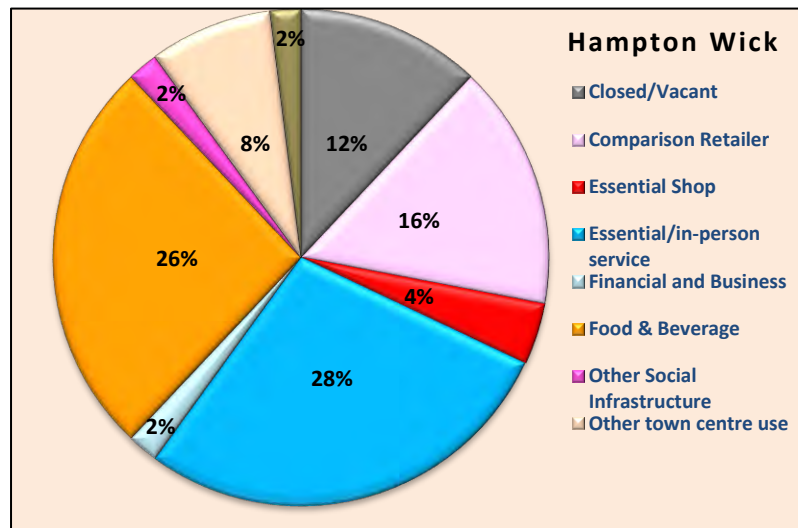
[Hampton Wick Association](#) Hampton Wick Business Network is an organisation which encourages networking between local businesses, promoting businesses in the centre, including services without a High Street presence and liaising with the Council.

Public Realm Improvements Fund: Public realm improvements. Consultants commissioned to critically evaluate proposals from Hampton Wick Association, engage and consult with community to come up with initial concept designs proposals by the end of March 2023²².

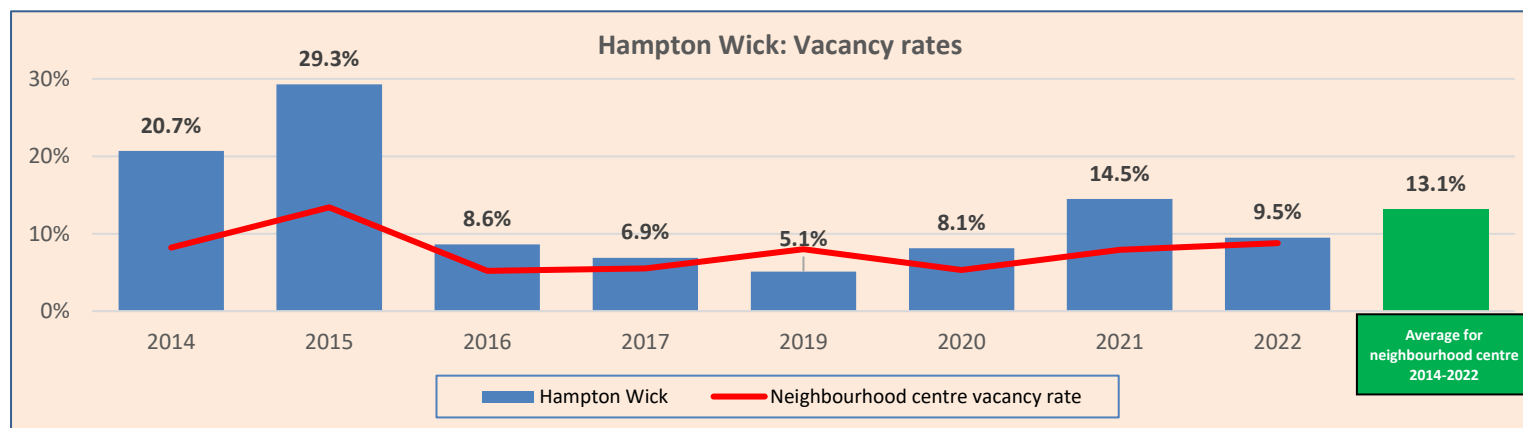
Regulation 18 Plan Consultation: Various responses to the place-making and Site Allocations in the area. A table of all responses can be found on the [Council’s website](#)²⁴. None specific to the development of this centre.

Composition of centre

The centre has approximately 50 commercial/community units recorded as part of the Council’s annual land use survey, making it the second largest neighbourhood centre. Compared to the average neighbourhood centre Hampton Wick has significantly fewer shops categorised as essential (in fact only one) and but proportionally more essential/in-person services and more businesses in the Food & Beverage sector.



Vacancy rates:



In 2022 Hampton Wick’s all frontage vacancy rate was 9.5%, only marginally above the average for neighbourhood centres of 8.8%. However, the graph opposite shows that vacancy rates have fluctuated considerably and in the past, have been well-above the average for the borough.

Source all figures: SSA Town Centre Land Use Survey 2022¹⁴

Hampton Wick: Land Use Map



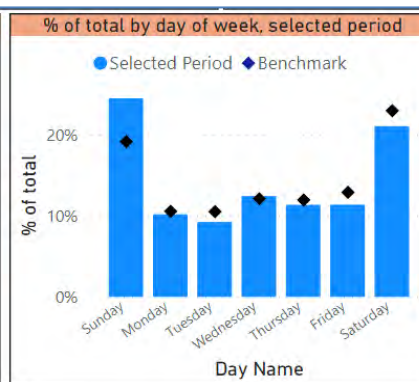
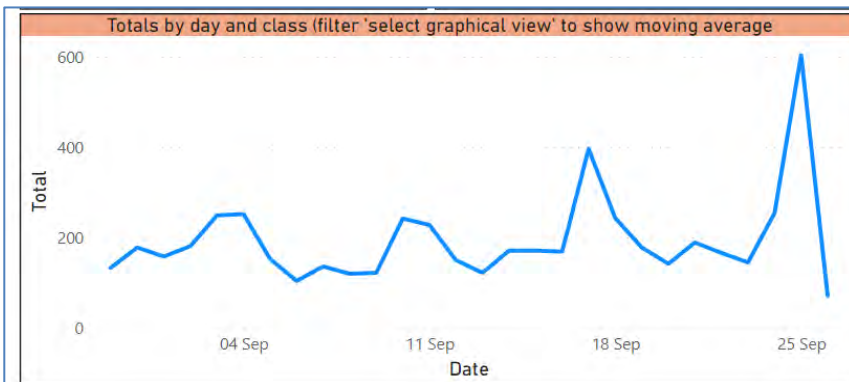
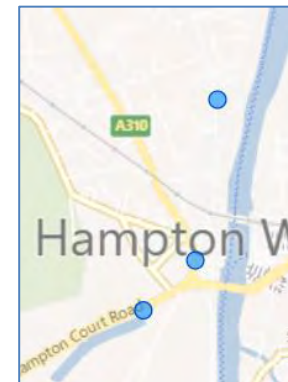
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 London Borough of Richmond upon Thames - Ordnance Survey 100019441

Land Use data 2022 category_2022	Non-domestic rates data (2022) land use	Land Use (BLPU classification) Land Use Categorisation
Essential Shop	Nursery/Creche	Industrial
Comparison Retailer	GP Surgeries and Clinics	Office
Essential/in-person service	Offices and Work Studios	Mixed Use Area
Service	Fast food Outlets/ Takeaways	Residential (Council Tax)
Financial and Business	Restaurants and Cafes	
Food & Beverage	Retail Service Agents	
Other Social Infrastructure	Commercial, Retail, Shops and Showrooms	
Other town centre use	Vehicle Storage	
Residential	Dual Use	
Closed/Vacant		

Source: SSA GIS mapping

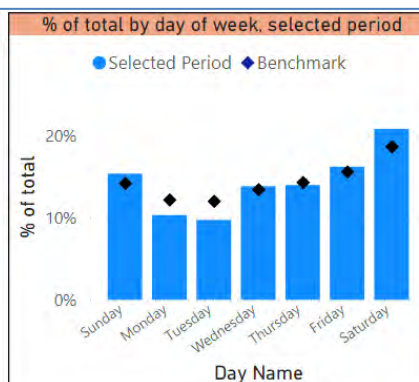
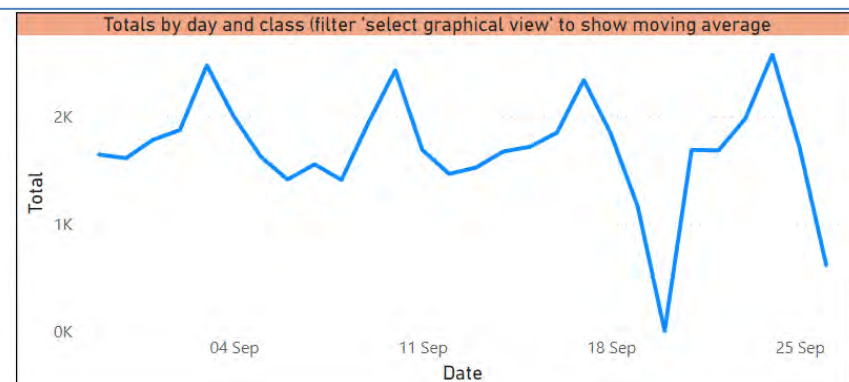
Traffic counts¹⁶:

The graphs below show the number of detections (pedestrian counts) in September 2022 for 3 sensors in Hampton Wick between the 30 August & 26 September 2022. In total this amounts for 1.48 million detections (vehicles, pedestrians triggering the sensor - both in and out) over that 4 week period. The benchmark period is 5 July – 26 September (last 3 months).



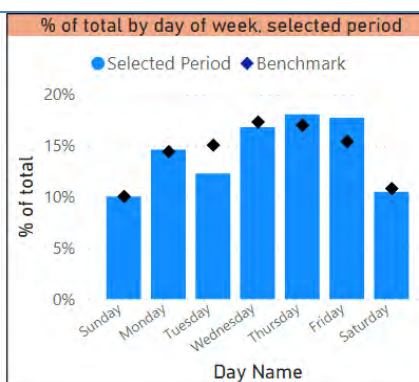
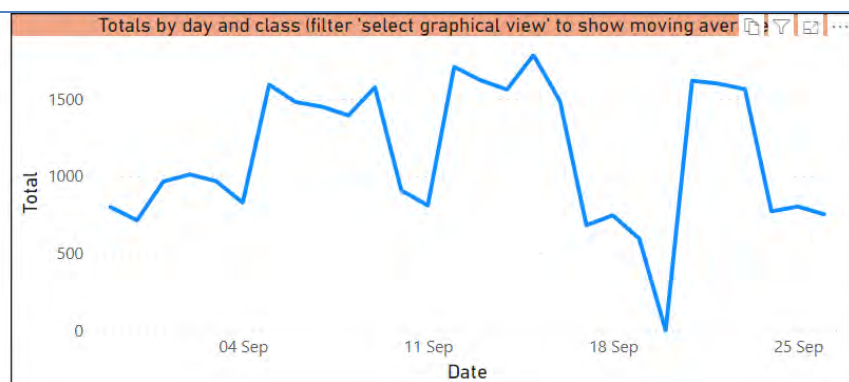
Hampton Wick High Street – junction with Old Bridge Street (1)

This more central sensor showing a clear weekend peak and pedestrian flows of approximately 2,500/day. Pedestrians account for about 10% of all detections. All vehicle, cyclist and pedestrian detections amount to approximately 20,000/day.



Lower Teddington Road – junction with Seymour Road (2)

Sensor 2 showing lower foot traffic and a slightly more even spread. Saturday & Sunday figures are lower, which may be related to the nearby school. Pedestrians account for about 30% of all detections.



Hampton Court Road – near junction Church Grove (3)

This third sensor has the least detections of the three sites. There is a clear increase at weekends which may be pedestrians accessing Bushy or Home Parks.

source: SSA monitoring. Vivacity Traffic Sensor Counts. Please note a large reduction in a daily count may be a recording error.

Resilience to the pandemic⁶

Source: High Streets Data Service⁶.

Using spend data (see below) the GLA have classified high streets across London depending on whether levels have returned to or exceed the previous year's norm – an indicator of resilience to the pandemic. Following the easing of the first lockdown in summer 2020, 15 of the borough's 17 high streets were classified as **struggling** meaning these high streets struggled to reach pre-pandemic spending levels. This was the case for 55% of high streets across London.

Some high streets in the borough have not managed to make spending gains against 2019 or create a 'buffer' for future shocks and stresses and are classified as 'adaptable at risk'. Hampton Wick is one of these along with:

- High Street, Teddington
- High Street, Hampton Hill
- St. Margaret's Road, St. Margaret's
- Upper Richmond Road West, East Sheen
- White Hart Lane, Barnes
- Sandycombe Road, Station Parade, Kew Gardens

Customer views/experience:**Urban Design Study 2023¹²**

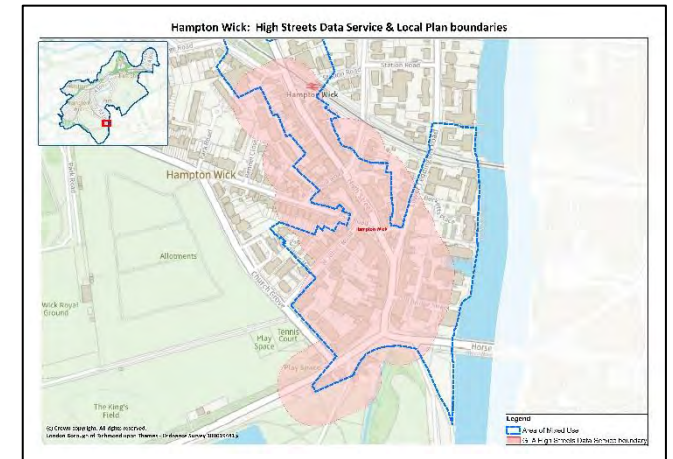
Valued features include:

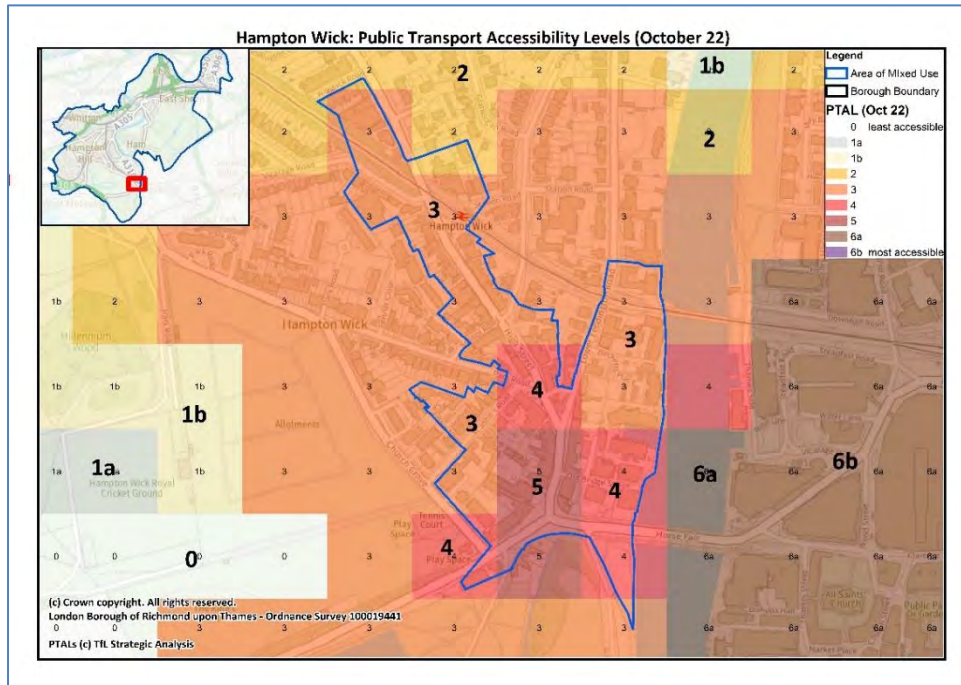
- The consistency, character and architectural value of period residential properties and the quiet, suburban feel.
- The historic core of Hampton Wick, with its distinctive street layout, independent retailers and preserved, high quality architectural detailing. Local shopping parades and independent retailers create small pockets of interest and vibrancy.

Negative qualities relate mainly to potential for unsympathetic design of some existing development affecting heritage assets and the potential of development pressure to disrupt balance between existing architecture and unique landscape setting.

In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. Some of the key issues raised are as follows:

- Hampton Wick has to compete with other bigger shopping centres
- Graffiti, bad pavements in Hampton Wick and some unused shops
- Hampton Wick: want its own identity rather than being seen as an overflow from Kingston. More green space (e.g. in front of the station)? Want to be seen as a destination in itself. No parking etc that allows short term stopping
- Italian grocers are great, should encourage more independent grocers
- Square, utility boxes - ugly, need to open up square outside Foresters Pub
- High St - high end shops - cycle shop, many hairdressers, good coffee shop by station - continue to go to Kingston for food. Newsagent difficult to use during pandemic due to lack of social distance, need variety and range of shops
- Pubs are great. Missing shops? - vegetable/bookshops previously. (Italian deli and organic shop recently opened)





Accessibility⁸:

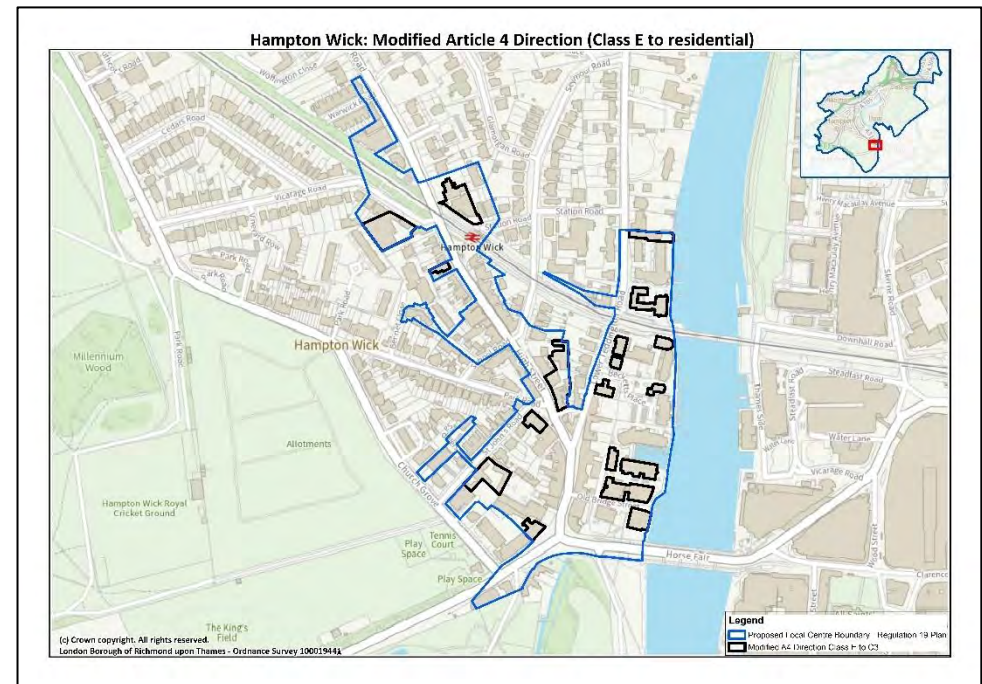
PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

Hampton Wick generally has very good public transport accessibility. Public Transport Accessibility Levels (PTALs) range from 3 to 5 (High Street core) across the centre. However, properties to the north and northwest, within the centre’s 400 metre buffer, have a PTAL rating of only 2 or below. Whilst some of these are nearer to Kingston Road centre, others are not.

Source PTALs © TfL Strategic Analysis

Article 4 Direction Class E (combined business class) to residential:

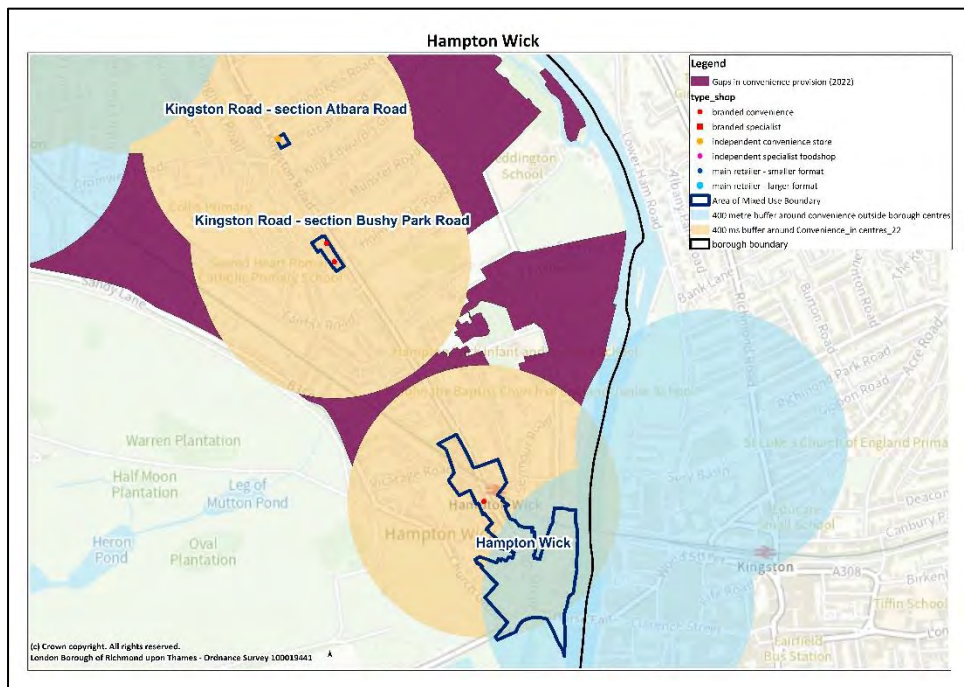
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and coming into force on 29 July 2022⁵. The areas included are shown on the map opposite. In Hampton Wick the Direction covers mostly employment land. These include commercial properties on the High Street and office accommodation on Lower Teddington Road. Without an Article 4 Direction it was considered that there would be wholly unacceptable adverse impacts on the local and borough economy, in terms of loss of quality office stock, and that the vitality and viability of Hampton Wick would be undermined.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office	✓	Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	Yes	KOA/KBA: Yes
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	✓ Kings Field	Listed Building	Several	
Butcher		Health facilities/vet:		Gym/fitness	✓ Ninja Cycling	BTM	Several	ILBP: No
Newsagent	*	GP/health centre	In vicinity on Upper Teddington Rd	Yoga/Pilates (separate from gym)		Registered Park & Garden	Bushy Park Home Park & Hampton Court Park nearby	
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office: Yes
Greengrocer		chiropodist		Theatre		Open space designation:		Other
Off licence		Physiotherapist/osteopath	✓	Cinema		MOL	Yes – river Bushy Park Home Park & Hampton Court Park nearby	
Chemist		Vet		Music venue/night club		OOLTI	No	
Dispensing?								
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		LGS	No	Other
Provision: independents. *In convenience store		Pub/wine bar	✓	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school				
		Other:		Day nursery	✓ Asquith, Church Grove - nearby			
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre	✓ Bullen Hall, Bennett Close			
				Library	✓ Bennett Close			
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Tailor	Museum/Gallery				
			Proximity to major attraction:	Royal Park				
Serving: community more than 400 metres from provision ✓								
Asset of Community Value - no								



Centres meeting the needs of those living more than 400 metres from provision:

Residential areas more than 400 metres from existing convenience provision have been mapped 2022. Please Technical Appendix in Volume 1 for details.

This neighbourhood centre’s 400 metre buffer overlaps with provision in Kingston town centre, albeit separated by the River, it is accessible by Kingston Bridge. There are areas to the north of Hampton Wick which are not well-served with convenience provision, as indicated by the purple shading in the map opposite. Residents in this area may use Hampton Wick to the north or Kingston Road to the north-west.

Source: SSA GIS mapping

Summary:

The centre is situated on the busy High Street/ Kingston Road linking Teddington district centre to Kingston, and thus is a visible centre, albeit that stopping & parking are difficult. It has a large number of units (50 commercial/ community units) in total but as with White Hart Lane, its convenience function is very limited. Larger food retailers are not represented. Essential shopping may be limited because of the proximity of Kingston town centre, and potentially the Co-op at Kingston Road to the north. Its 400 metre buffer does not overlap with Kingston Road’s. There are residents to the north of the 400 metre buffer who are served by this centre where public transport accessibility is poor and where there is an identified gap in provision.

Hampton Wick is of course located very close to Kingston with a very significant retail offer. Hampton Wick provides a range of useful local services such as hairdressers, barbers, beauty salons/nail bars, launderette, dentist and physiotherapist. It has a library and community centre on Bennett Close. There is some comparison shopping here, with several units selling sports related products, notably Sigma Sports flagship store. Vacancy rates have fluctuated but were below the average for a neighbourhood centre in 2022. It has several historic pubs and also restaurants/takeaways and provides services for the local community. It is a significant office centre, particularly around Lower Teddington Road. There has been some change of use to residential under permitted development rights, but the area retains its Key Business Area status going forward to the Publication Plan.

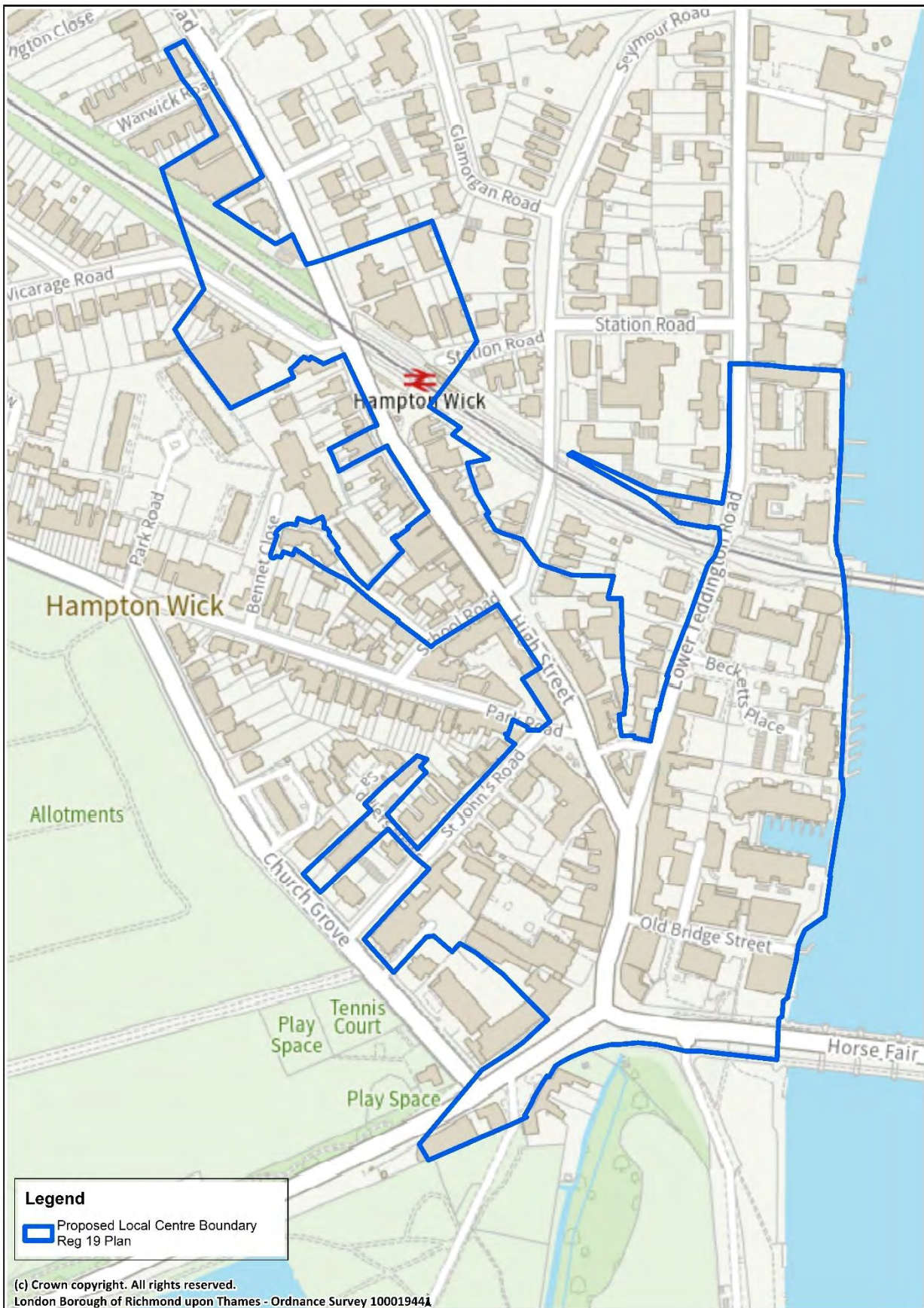
The centre’s role in meeting need (Hampton Wick contributes to serving communities which are more than 400 metres from convenience provision) and in providing employment opportunities, as well as its scale, being the second largest of the neighbourhood centres, justifies its categorisation as a neighbourhood centre.

Recommendations:

Hierarchy: No change

Boundary: A local centre boundary is proposed which will facilitate policy implementation and is shown on the following map and will be displayed on the Policies Map.

Proposed Local Centre boundary: Hampton Wick



Source: SSA GIS mapping

3.5 Heathside (Powder Mill Lane)



Hanworth Road



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Overview: Heathside is a compact local centre in the north-west corner of the borough on the border with Hounslow. It is located within PTAL 1b, making it amongst the least accessible in the borough (6 indicating high accessibility & 0 indicating low accessibility)⁸. Heathside is important as residents to the south are at some distance from alternative facilities at Hospital Bridge Road. This centre also provides facilities for residents living in one of the most relatively disadvantaged parts of the borough⁹. Cumulatively, these three factors point to the significance of this centre for providing essential shops & services to the surrounding population.

Policy & designations:

Adopted plan¹: Heathside is classified as a neighbourhood centre in the adopted Local Plan centre hierarchy. Designated key & secondary shopping frontage

Regulation 18 Local Plan: AMU boundary, SSF & KSF.

Publication Plan (Regulation 19) Local Plan: Local Centre Boundary proposed.

Publication Local Plan (Regulation 19) Area Strategies:

Profile - There are also three smaller shopping parades, around Hanworth Road, Nelson Road and Powder Mill Lane, serving day-to-day needs.

Vision - The vision for Whitton & Heathfield is to retain and reinforce the established character of the area and ensure the provision of community facilities and transport links.

Related strategies:

[Village Plan Whitton and Heathfield¹³](#)

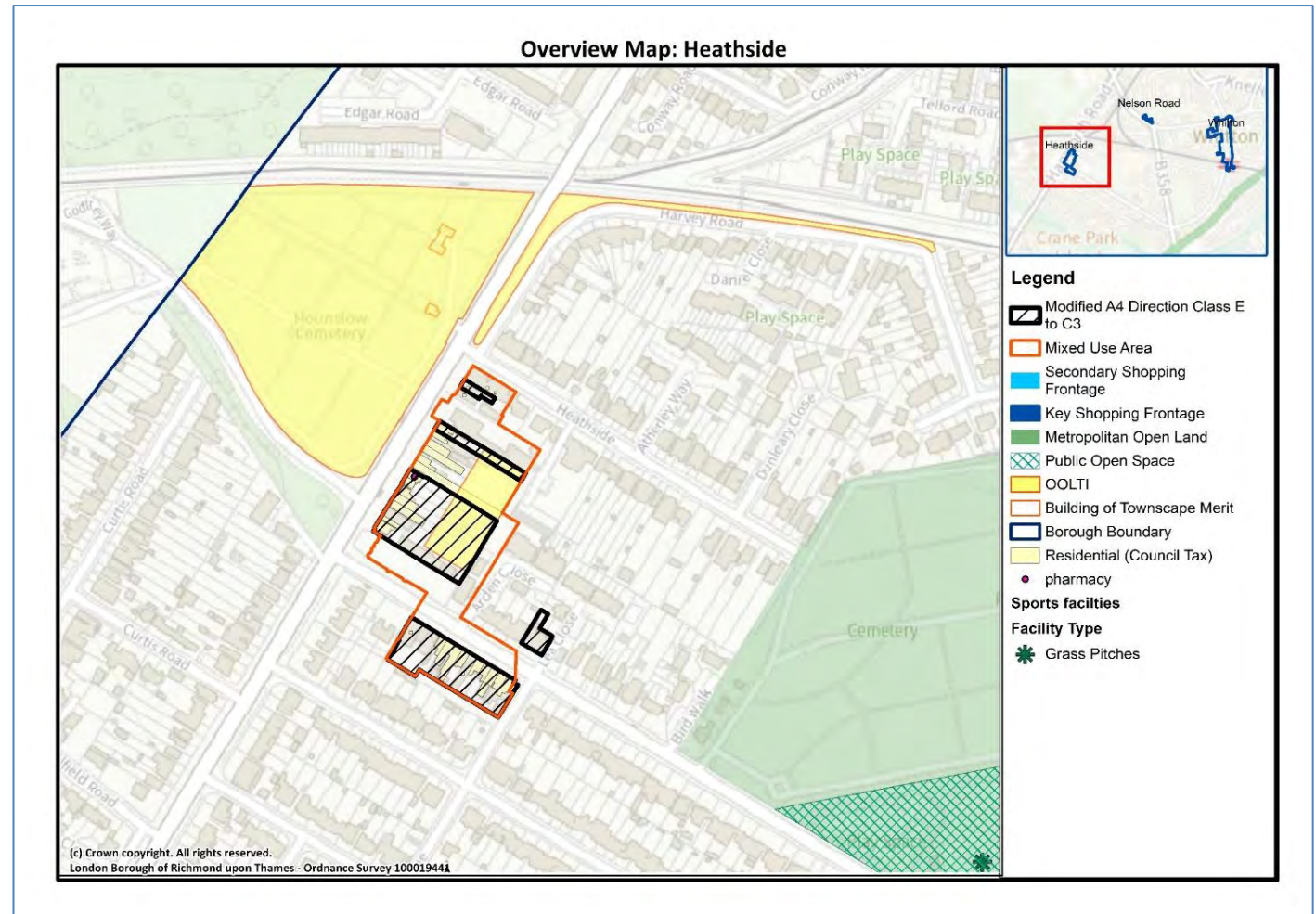
- Hanworth Road and Powder Mill Lane shopping parades being improved and continuing to serve day to day needs.

[Urban Design Study 2023¹²:](#)

Character Area Design Guidance:

- Upgrade public realm along retail parades, and improve building façades and shop frontages, to reanimate them as a local hub for shops, cafés, and small businesses.
- Introduce further traffic management to reduce the dominance of cars and promote active travel. This could improve the permeability of the area for pedestrians and create space for “spill-out” from restaurants, cafés and pubs.

Regulation 18 Local Plan Consultation: A table of all responses can be found on the [Council's website²⁴](#) None specific to this centre.



Public Realm Improvement Fund:

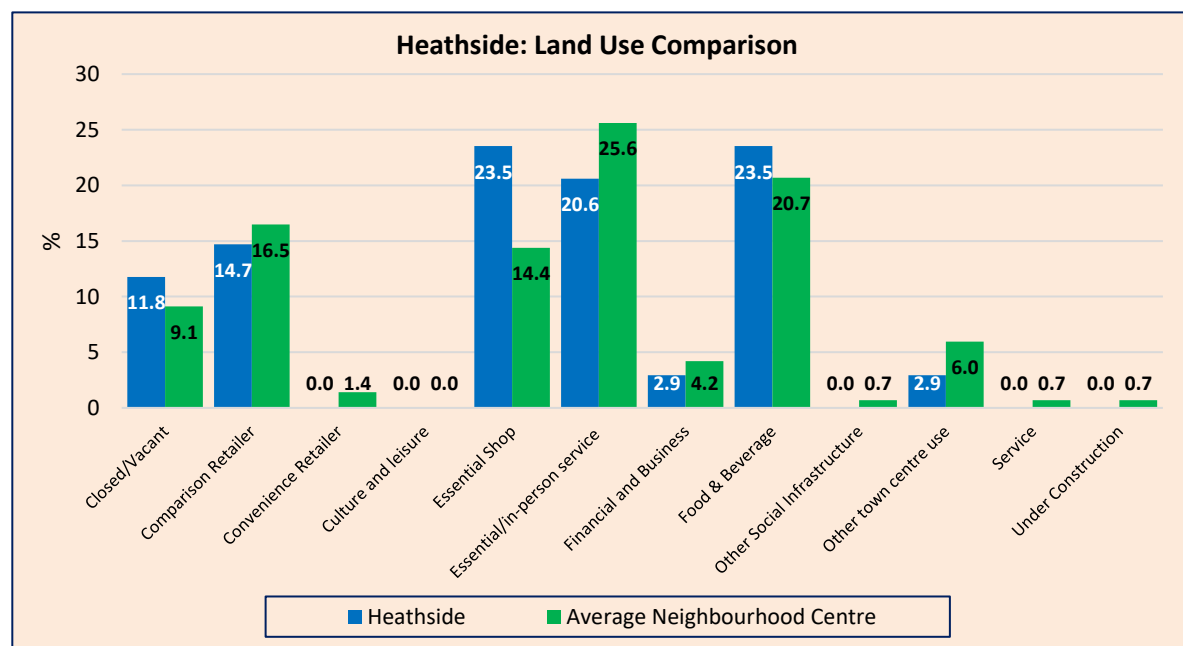
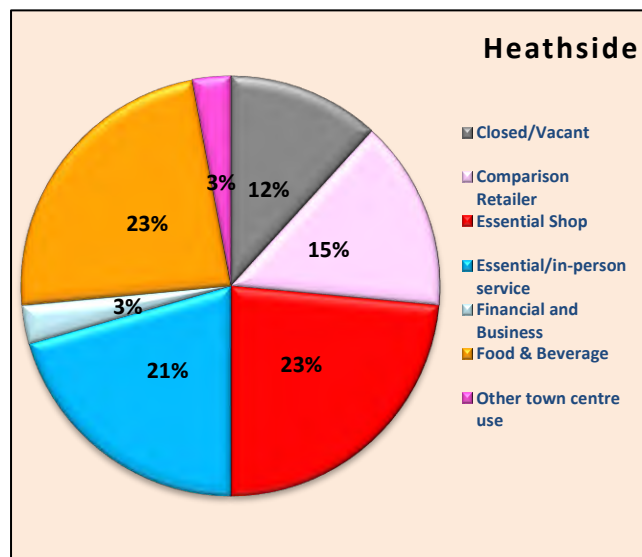
Progress of projects funded by Public Realm Improvement Fund at February 2022²²:

Improvement	Progress
Public realm work and shop front improvements Powdermill Lane and Hanworth Road	The Council appointed urban realm landscape consultants to design some initial proposals for the short and long term. These outline designs are based on an assessment of these areas and the feedback received from local residents, businesses and ward councillors at consultation meetings held. On Hanworth Road, the improvements identified are more consistent resurfacing, more attractive footpaths and forecourts and some street decluttering. On Powdermill Lane – the improvements are around urban greening, demarcation of the business space in the forecourts with planters, signage linking the two parades. Based on feedback from the consultation, the designs are being worked up in more detail and be finalised. It is proposed that additional funds of £118,000 be allocated to deliver phase 2 aspirations see table paragraph 5. Estimated Completion End December 2022 (subject to 3rd party licence agreements for maintenance and public liability being signed off by landlords and tenants, weather conditions and receipt / supply of materials.
Update ²³	The Heathfield project is dependent upon consents from leaseholders and landlords for interventions that improve the forecourts on Powdermill Lane. Also, given the implication of a loss of a few car parking spaces on Powdermill Lane, a public consultation will be required. This project should be completed by 30/06/23. This is subject to all the legal paperwork (licence agreements agreed and signed off, orders of materials coming in, the availability of the term contractor to schedule in the build within their programme of works, Network Management issuing the work permit to do the works on the road). There are also assumptions such as no major objections arising at consultation stage etc

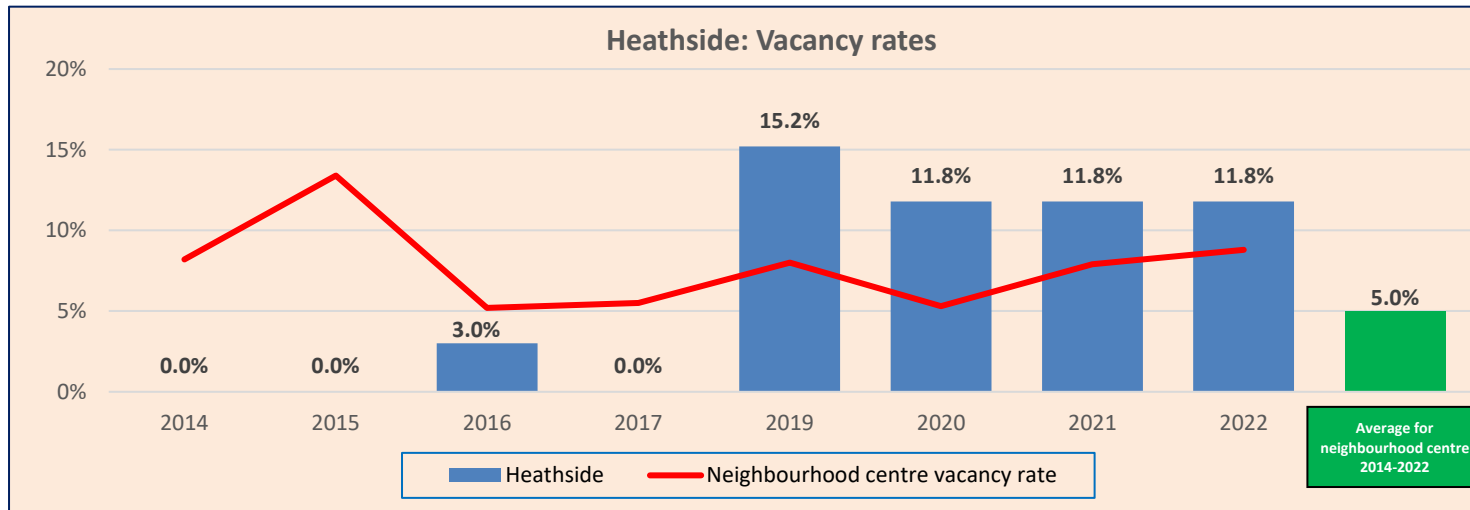
Composition of centre

The centre has 34 units recorded in the Council’s annual Town Centre Land Use Survey 2022¹⁴. Heathside is very well-represented in terms of numbers of outlets classed as an essential shop. It has no representation from the larger food retailers. It has no branded provision but several small independent convenience stores/ off licences. It is one of the few centres with a butcher.

The Food & Beverage sector is also well-represented, Heathside having no less than five takeaways. However, there is currently no pub. Heathside is under-represented for this type of centre in the number of essential services provided, some of which have closed.



Source: SSA Town Centre Land Use Survey 2022¹⁴

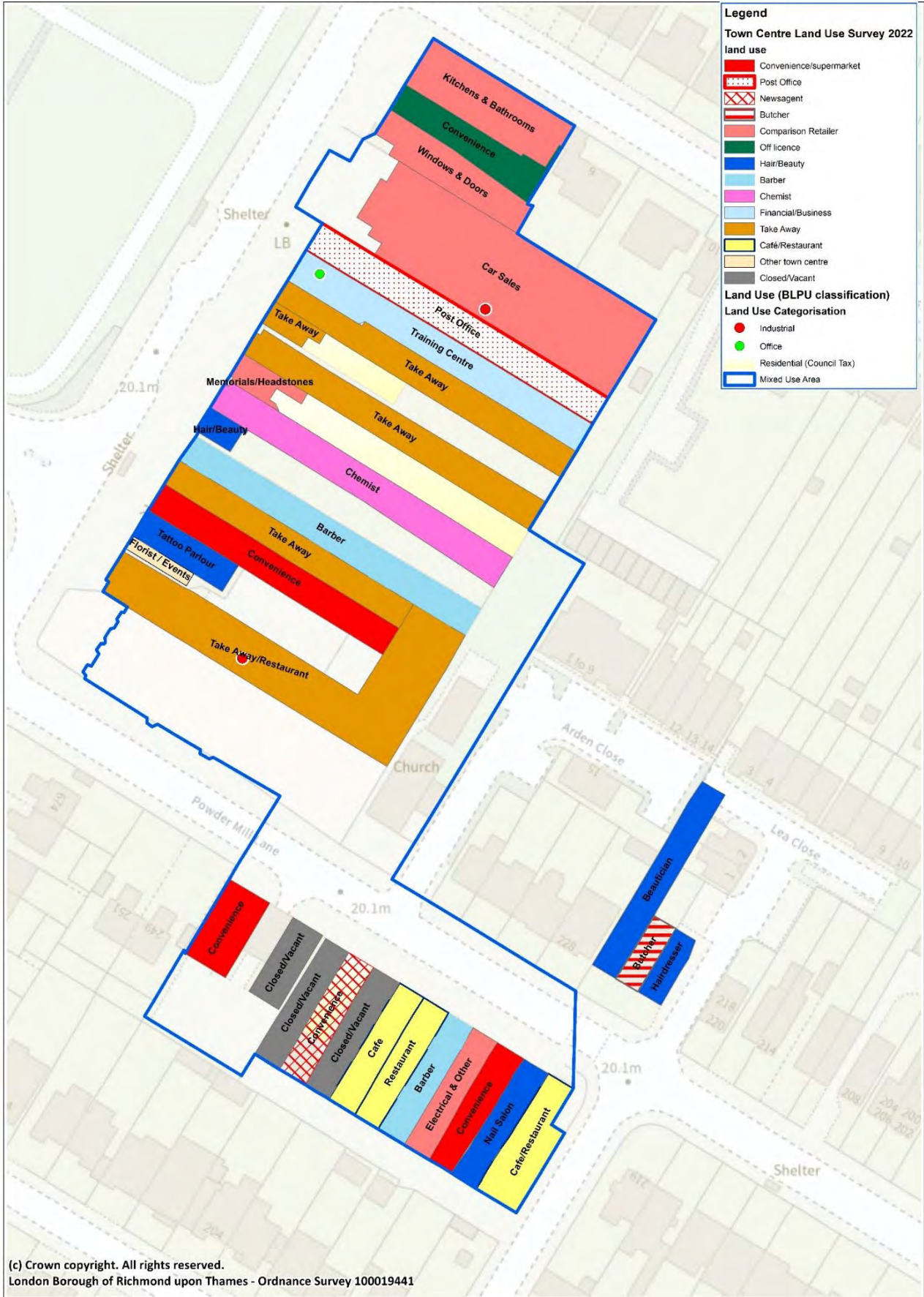


Latest **vacancy data** – In 2022 Heathside had a vacancy rate of nearly 12%, much higher than the average (4 vacant units). Rates have fluctuated more recently, after a period of very low vacancy rates in the early noughties.

Current vacant units (2022) include the former funeral directors and dry cleaners as well as the development site for a retail unit and community centre on the former Duke of York public house plot.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Heathside: Land Use Map



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 London Borough of Richmond upon Thames - Ordnance Survey 100019441

Source: SSA GIS mapping

Customer views/experience:

Urban Design Study 2023¹²:

Hanworth Road neighbourhood centre is the main retail parade formed of a group of adapted 1930s residential buildings. Ground level shop fronts are of varying quality.

Negative qualities: Lack of coherence in retail parades - especially at Nelson Road and Powder Mill Lane, and low-quality public realm around them makes them less-attractive services for the community.

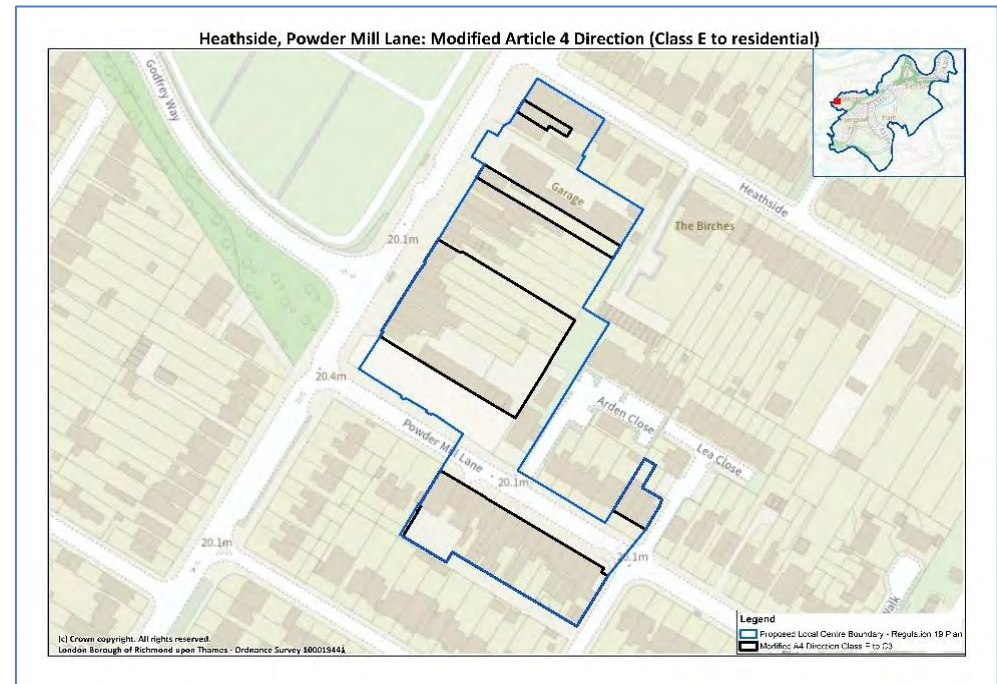
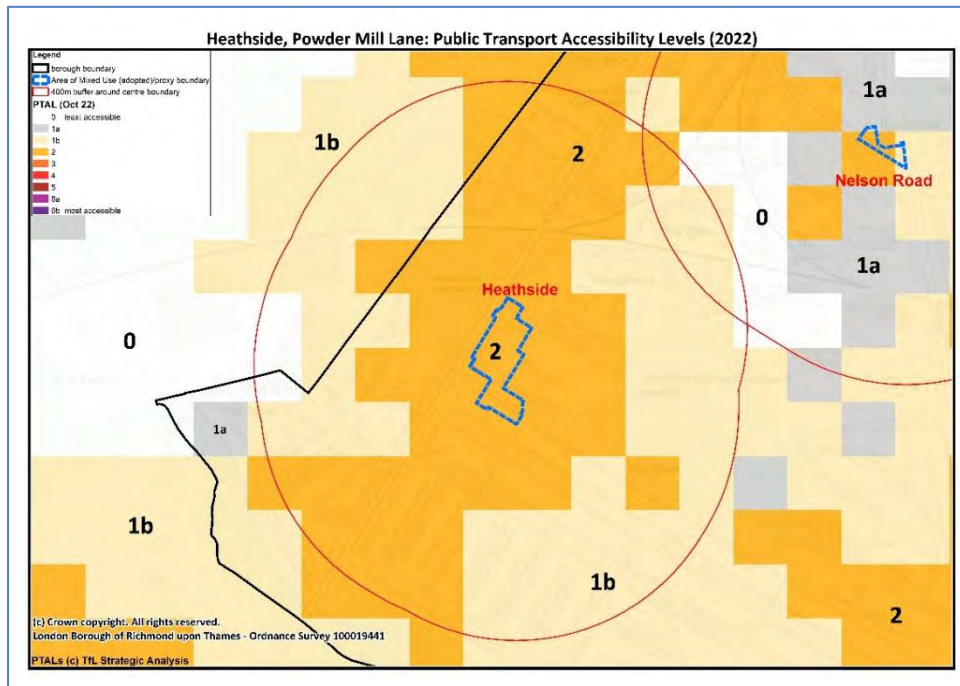
In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website¹¹. [Minutes of Heathfield & Whitton Community Conversation](#) raised the issues of rat running and requested an update on the Duke of York redevelopment.

Accessibility⁸:

Heathside is clearly serving one of the areas in the borough which is least accessible by public transport.

PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

Source PTALs © TfL Strategic Analysis



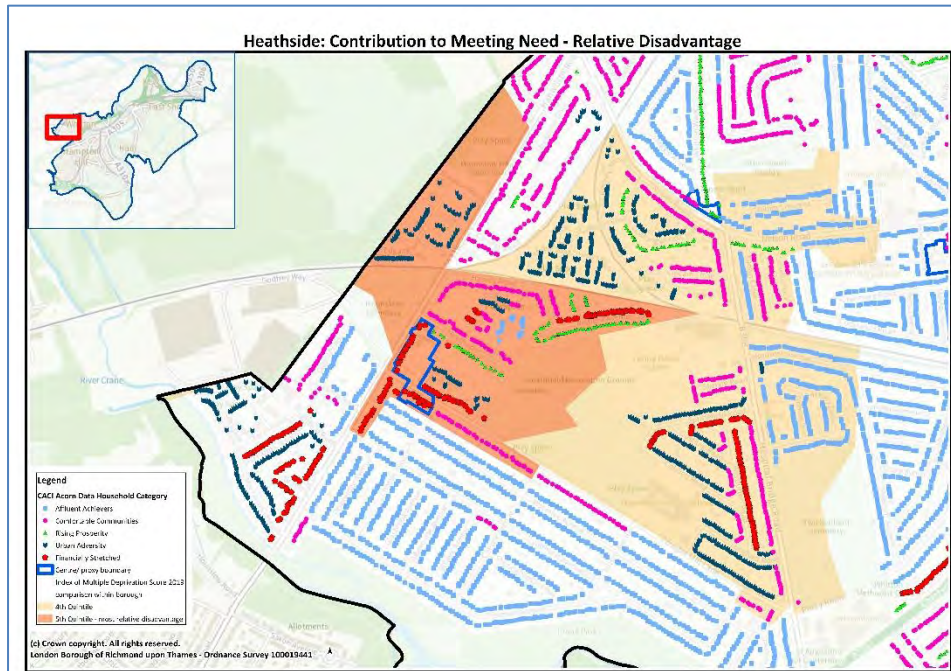
Article 4 Direction Class E (combined business class) to residential:

An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and came into force on 29 July 2022⁵. Frontages on Hanworth Road and Powder Mill Lane are subject to this Direction as it is recognised that this centre plays an important role in meeting need.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office	✓	Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area		KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	Heathfield Rec nearby	Listed Building		
Butcher	✓	Health facilities/vet:		Gym/fitness		BTM		ILBP: Mill Farm Business Park c 350 ms away
Newsagent	✓	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Served office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL	✓ nearby	Other
Chemist	✓	Vet		Music venue/night club		OOLTI	To rear of Hanworth Rd parade. Hounslow cemetery	
Dispensing?	yes							
supermarket/ general store etc Provision: various independents	✓	Food & Beverage offer:		Hotel/guesthouse		LGS		
		Pub/wine bar		Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school				
		Other:		Day nursery				
		Launderette/Dry Cleaner		Tutor/education centre				
		Bank/building society		Community Centre				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Library				
		Museum/Gallery						
		Proximity to major attraction:						
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓ Asset of Community Value= N								



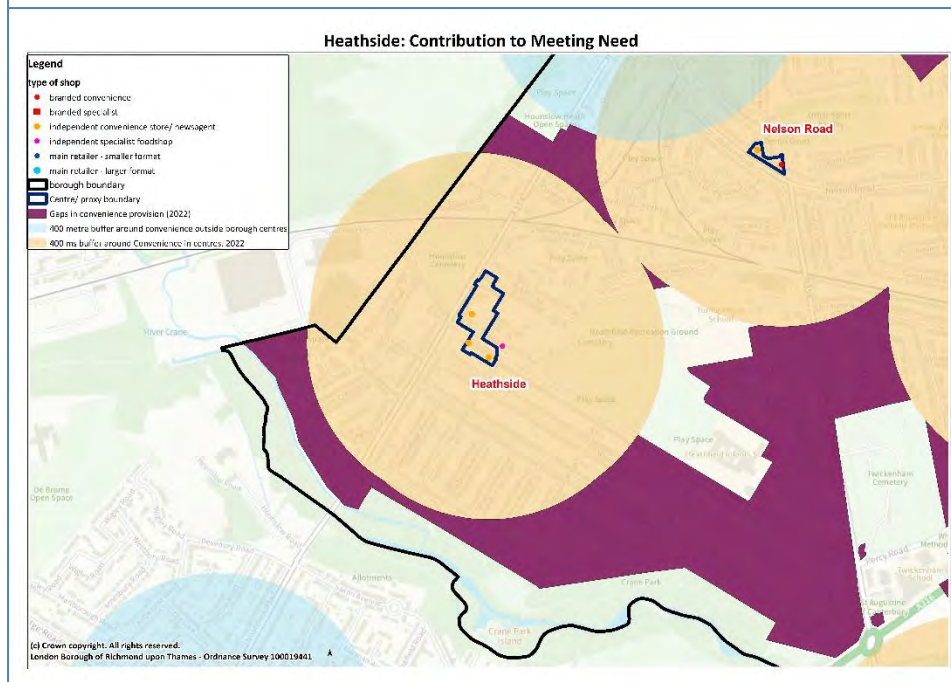
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

- Affluent Achievers
- Comfortable Communities
- ▲ Rising Prosperity
- Urban Adversity
- ⬠ Financially Stretched

CACI have produced a dataset (ACORN) which categorises households into different typologies. Using Census and other data CACI split postcodes into 6 main categories (further sub-divided) to assist in understanding the types of people living in each area¹⁹.

Heathside is a centre, very important for serving communities which are amongst the most relatively disadvantaged in the borough⁹, and also areas relatively deprived in Hounslow beyond borough boundary. Although there is a mix of household types living in the area, many are categorised as “financially stretched” and in “urban adversity”.



Centres meeting the needs of those living more than 400 metres from provision:

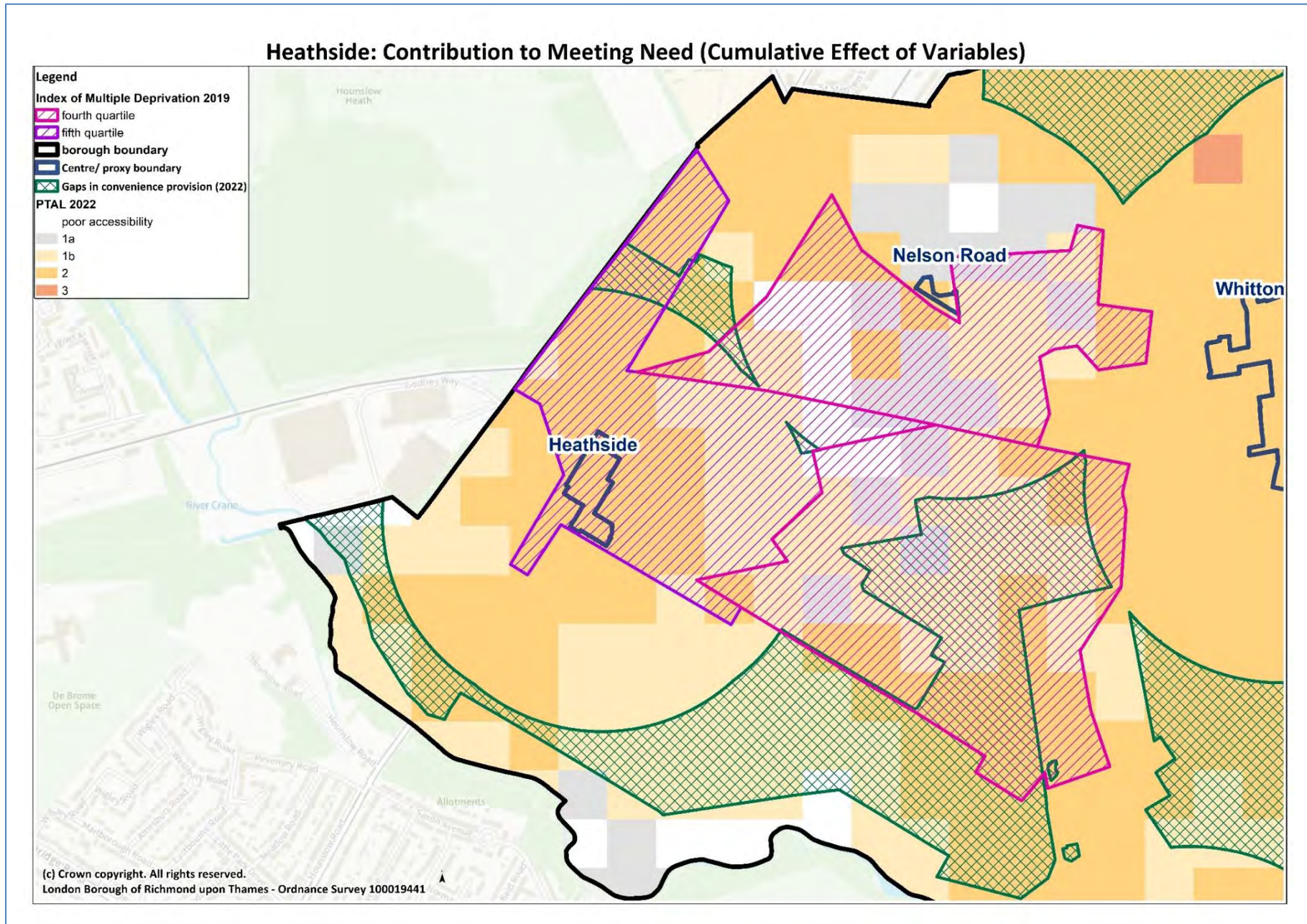
Heathside has a discrete catchment and coupled with the small parade of Nelson Road, provides top-up shopping and essential services to the surrounding community – a relatively large area some of which is an identified gap in provision.

Residential areas more than 400 metres from existing convenience provision have been mapped 2022. Please Technical Appendix in Volume 1 for details.

Source: SSA GIS mapping

Cumulative effect of multiple variables:

The map on the following page overlays the three variables and shows how crucial Heathside is in providing essential shops & services for residents. Here public transport accessibility is relatively poor. To the west of the centre there are those living in an area identified as having a gap in provision and is relatively disadvantaged.



Summary:

Heathside is a compact local centre in the north-west corner of the borough on the border with Hounslow with 35 commercial/community outlets. The centre has 7 of the 9 essential shops (as defined in the Publication Local Plan (Regulation 19)³ and 7 essential/ in person services including a Post Office with an ATM, chemist, convenience store, butcher and several hairdressers and barbers. None of the larger food retailers are represented.

It also has a good food and drink offer, mainly cafes/restaurants and particularly fast food takeaways. Planning permission has been granted for demolition of the former public house (Duke of York) and construction of two buildings, consisting of a retail unit and community centre at ground floor and 15 residential units above which is under construction.

Heathside is located within PTAL 1b, making it amongst the least accessible in the borough (6 indicating high accessibility & 0 indicating low accessibility)⁸. Heathside is important as residents to the south are at some distance from alternative facilities at Hospital Bridge Road. This centre also provides facilities for residents living in one of the most relatively disadvantaged parts of the borough⁹. Cumulatively, these three factors point to the significance of this centre for providing essential shops & services to the surrounding population.

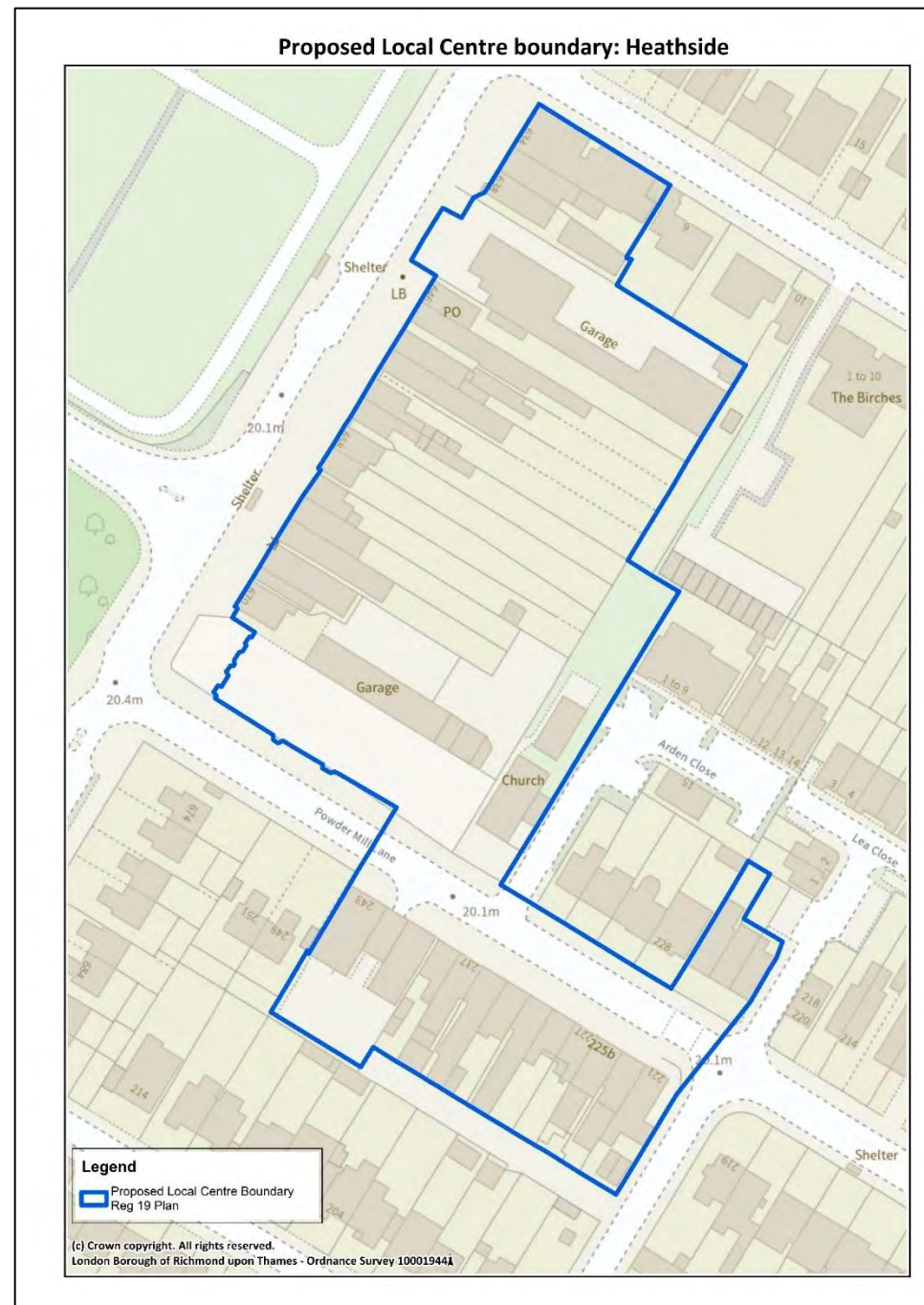
The area is currently undergoing improvements funded through the Public Realm Improvement Fund.

Heathside warrants designation as a neighbourhood centre due to its scale, function and very significant role in meeting local need.

Recommendations:

Hierarchy: No change. The centre has a crucial role to play in meeting need.

Boundary: A local centre boundary is proposed which will facilitate policy implementation and be displayed on the Policies Map. It is shown on the map opposite.



3.6 Sheen Road, Richmond

Sheen Road, Richmond



Sheen Road. © Google Streetview

Overview: Sheen Road is an attractive centre located on the A305 running out of Richmond town centre towards East Sheen district centre to the east. It is located within PTALs 4 and 6a, the higher PTAL rating being closest to Richmond town centre (6 indicating high accessibility & 0 indicating low accessibility)⁸. The centre is located to the east of the principal town centre, which has a full range of facilities.

It is entirely encompassed within Sheen Road Conservation Area 31 and many Buildings of Townscape Merit.

Sheen Road centre's immediate catchment is predominantly prosperous. However, it also contributes in a limited capacity to meeting the needs of those living to the east of this neighbourhood centre identified as being both one of the most disadvantaged communities in the borough⁹.

Policy & designations:

Adopted plan¹: Sheen Road is classified as a neighbourhood centre in the adopted Local Plan centre hierarchy. Key & secondary shopping frontage. Defined by AMU boundary.

Regulation 18 Local Plan: As adopted. Except - Site Allocation 26: Richmond Telephone Exchange (not within boundary)

Publication Plan (Regulation 19) Local Plan³: Local Centre Boundary, SA 27 (as above)

Area Strategies:

Policy for Richmond & Richmond Hill wider area includes:

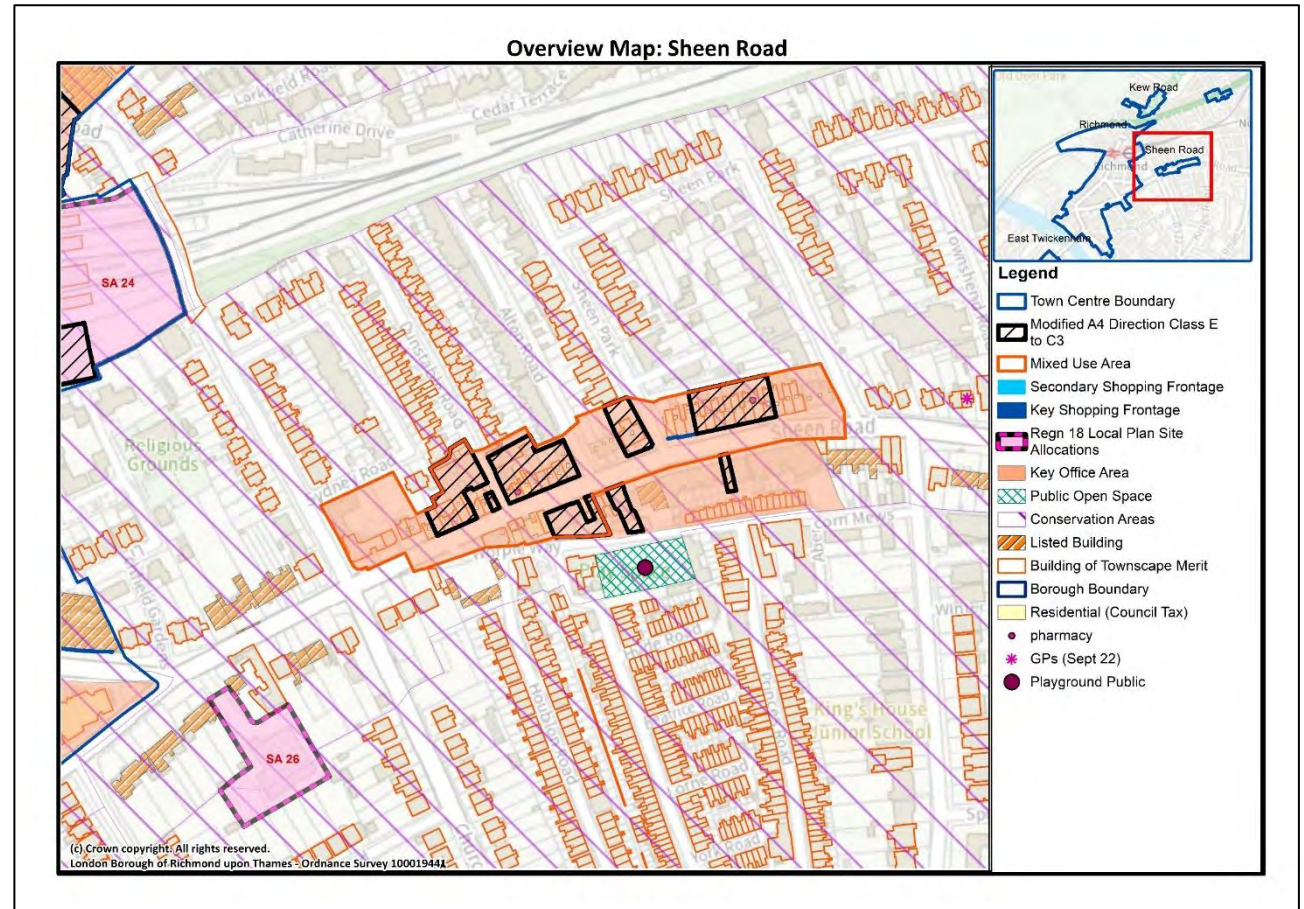
- Contribute to a sense of activity and vibrancy in the town and neighbourhood centres, to improve and restore high street frontages and the lanes to encourage a diverse range of uses, including independent shops and businesses, emphasising local makers and artisans.

Related strategies/plans:

- **Conservation Area Appraisals²⁵** – CA 31 Sheen Road.
- **Village Plan SPD¹²** – Richmond and Richmond Hill Conservation Area 16 – Sheen Road:

Threats from development include:

- Changes to traditional layouts and frontage.
- Domination of traffic and poor pedestrian environment.
- Loss of original or quality shop fronts along Sheen Road.



Opportunities include:

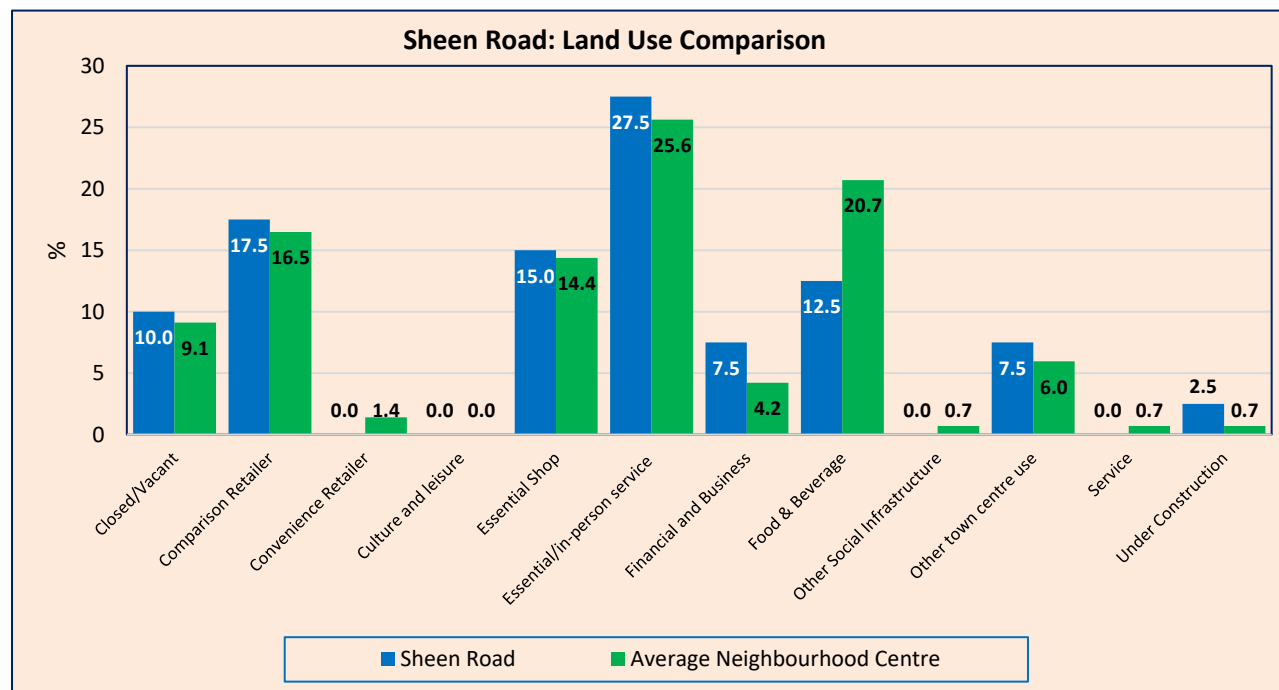
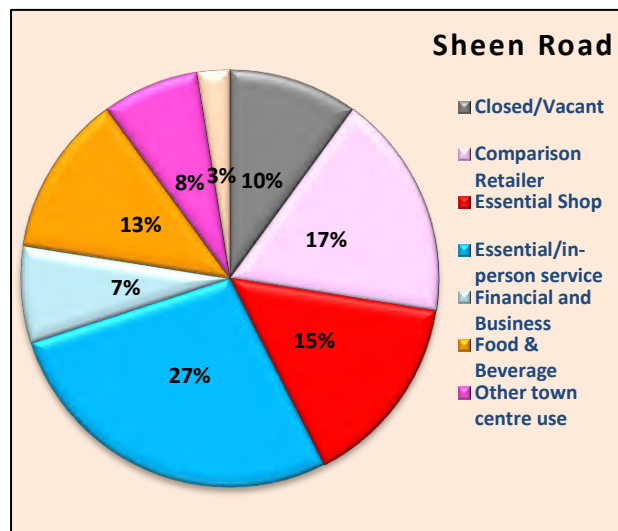
- Mitigation of impact of traffic and improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture. Reference to Shopfront Guidance.

Regulation 18 Plan Consultation:

(Responses in full can be found on the Council’s website)²⁴. Summary of consultation responses – not in full:

- Individual - The Sheen Road parade of shops may be a neighbourhood centre but it doesn’t have even, safe pavements.
- Friends of Richmond Green - Text needs to include specific reference to the need for any new development across the site [Homebase Site Allocation] to rise no higher than four storeys in order to relate the predominantly two-storey scale of the nearby residential areas to the north, north-west, west, south-west, south and east of the site, and to the similarly scaled properties within the nearby Sheendale Road and Sheen Road Conservation Areas'

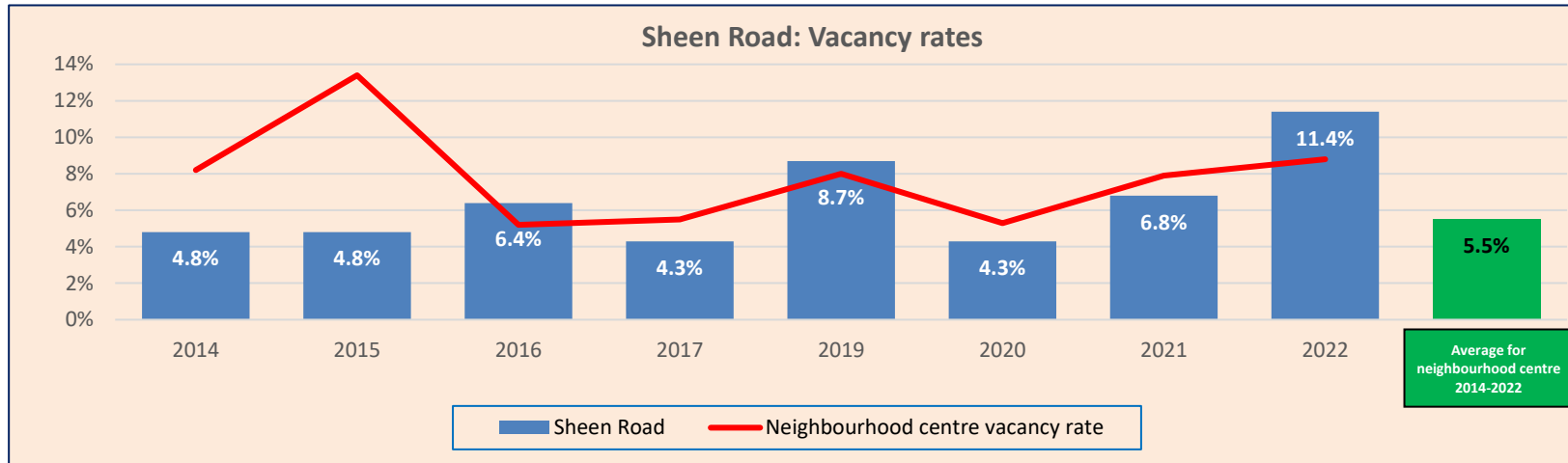
Composition of centre



Source: SSA Town Centre Land Use Survey 2022¹⁴

The centre had 40 commercial units/ community uses recorded in the Council’s annual Town Centre Land Use Survey 2022¹⁴. Sheen Road is relatively typical of a neighbourhood centre, except that the 2022 figures indicate under-representation in the Food & Beverage sector. However, two vacant units have since been occupied by restaurants and of note is that this centre is near Richmond town centre with its extensive food offer.

Latest vacancy data



Source: SSA Town Centre Land Use Survey 2022¹⁴

Sheen Road’s vacancy rate has generally been below the average for equivalent centres in recent years. However, in 2022 it had jumped to 11.4%. This is an increase of 2 vacant units to 5 in total. One of these units was actively under refurbishment at time of survey. 3 of these units appeared to be occupied (May 2022- post survey).

Sheen Road: Land Use Map



Source: SSA GIS mapping

Customer views/experience:

Urban Design Study 2023¹²:

Valued features: Station [Sheen] road local centre, with high-quality buildings and interesting shops.

Negative qualities: Prominence of roads and traffic (A308, A3008, A311) through the historic streetscape creates a lack of pedestrian space/little space for trees/outdoor furniture.

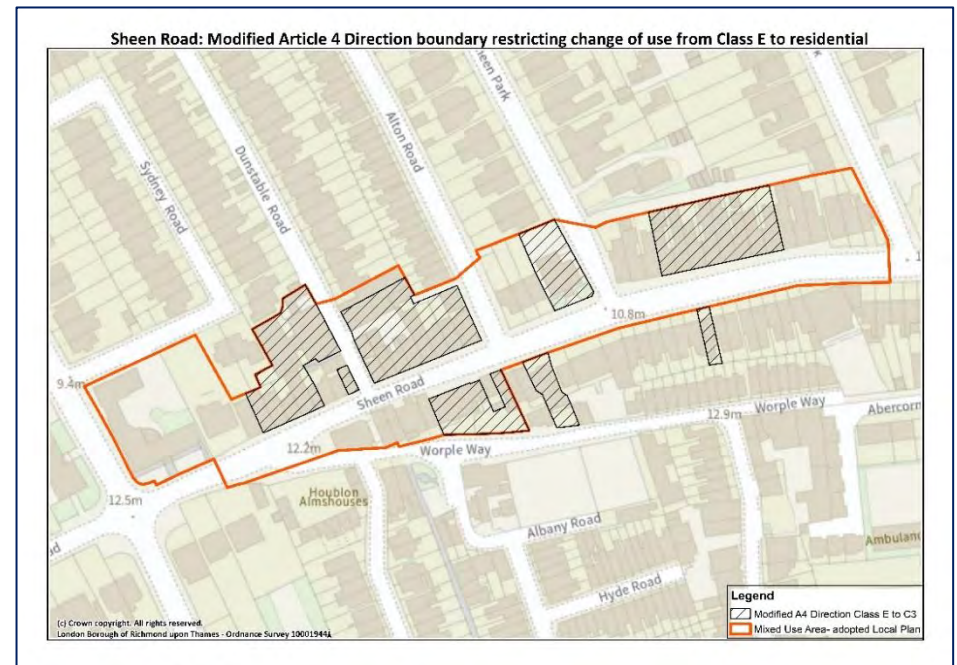
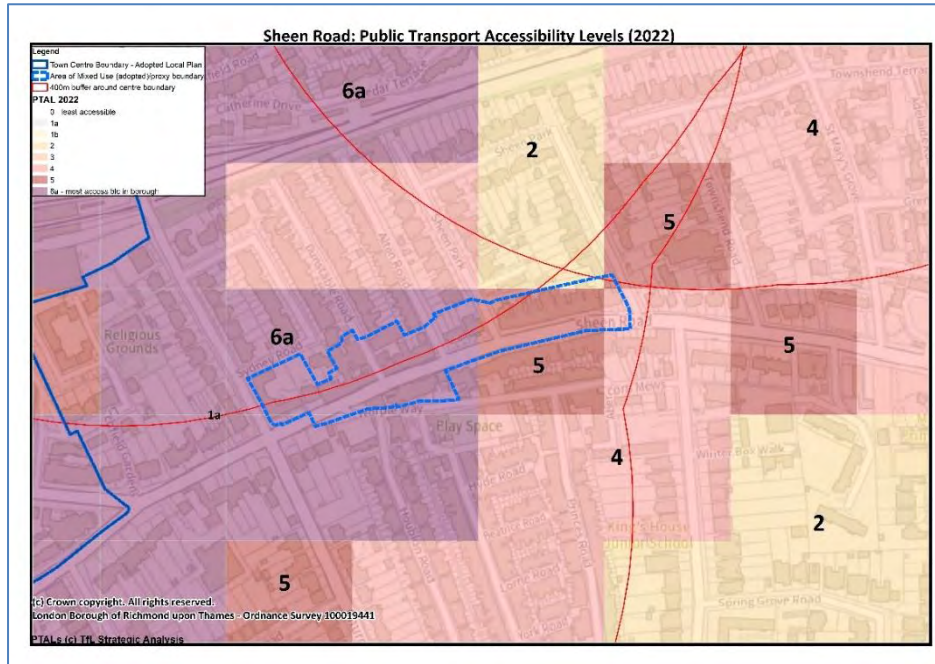
In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website and specifically for the North Richmond and South Richmond wards meeting in June 2021¹¹.

Accessibility⁸:

PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

Sheen Road is in close proximity is located with a PTAL of 5/6a, which is excellent. Richmond town centre, with the highest PTAL rating, is in close proximity.

Source PTALs © TfL Strategic Analysis



Article 4 Direction Class E (combined business class) to residential:

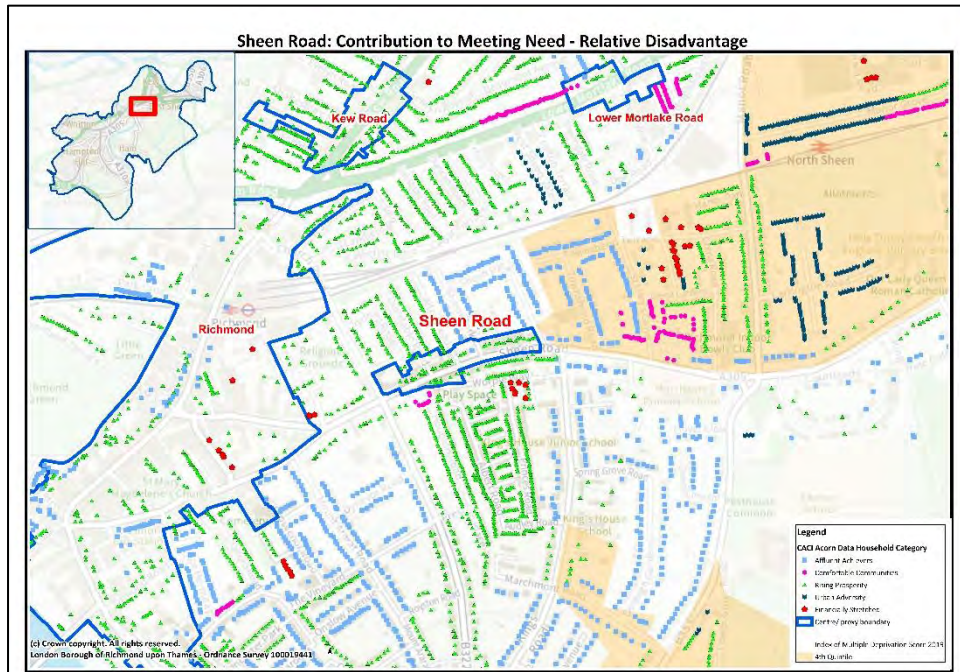
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and came into force on 29 July 2022⁵. The Direction covers eight separate blocks, some which are dominated by employment uses and others provide essential services and shops providing for the local community.

Richmond telephone exchange is the nearest Site Allocation to the centre and is envisaged as a residential-led scheme. Full text of the Area Strategy for Richmond and the Site Allocations form part of the Regulation 19 Local Plan and can be viewed on the Council’s website³.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office*	✓	Hairdresser/ Barber	✓	Sports & Leisure facilities:	MUGA, Albany Way	Conservation Area	wholly	KOA/KBA: Sheen Road
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	Worple Way play area &	Listed Building	✓	
Butcher		Health facilities/vet:		Gym/fitness		BTM	✓	ILBP:
Newsagent	✓	GP/health centre	✓ (outside boundary)	Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office:
Greengrocer	*	chiroprapist	✓	Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL		Other Businesses at Printworks House, Worple Way, Alexander Place
Chemist	✓	Vet		Music venue/night club		OOLTI		
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse	Richmond Inn, The Shandon - Just outside boundary - The Selwyn	LGS		
Provision: independents * 143 Sheen Road, just outside boundary. Albert's deli includes fresh loose veg & bakery items		Pub/wine bar	✓	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school				
		Other:		Day nursery	Kings Rd nursery (outside boundary)			
		Launderette/Dry Cleaner	✓	Tutor/education centre		POS	Worple Way	
		Bank/building society		Community Centre				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Library				
				Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area – in part low public transport accessibility community more than 400 metres from provision								
Asset of Community Value								



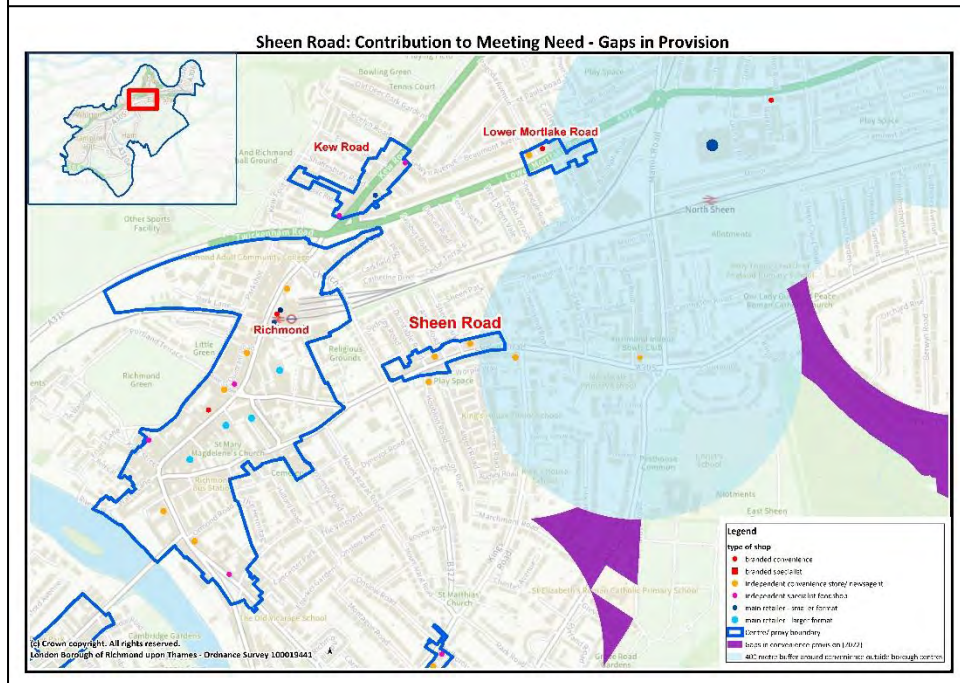
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

- Affluent Achievers
- Comfortable Communities
- ▲ Rising Prosperity
- Urban Adversity
- ⬠ Financially Stretched

CACI have produced a dataset (ACORN) which categorises households into different typologies. Using Census and other data CACI split postcodes into 6 main categories (further sub-divided) to assist in understanding the types of people living in each area¹⁹.

Households living in the immediate area surrounding Sheen Road centre are predominantly categorised as “affluent achievers” or as “rising prosperity”. To the east there is an area which is identified as relatively disadvantaged in a borough context⁹, albeit that the J Sainsbury superstore is roughly equidistant to the west.



Centres meeting the needs of those living more than 400 metres from provision:

Residential areas more than 400 metres from existing convenience provision have been mapped 2022. Please Technical Appendix in Volume 1 for details.

Sheen Road is not serving an area which is an identified gap in provision. Although it is noted that for some the nearest essential shopping facilities are limited to the petrol filling station shop (Blackhorse Garage).

Source: SSA GIS mapping

Summary:

Sheen Road is an attractive centre located on the busy A305 running out of Richmond town centre towards East Sheen district centre to the east. It has very good public transport accessibility.

Sheen Road centre has 40 commercial units/ community uses and a good range of shops and services to meet local need (6 convenience retailers), including several supermarkets, a Post Office, pharmacies, several dentists a nearby GP. Sheen Road centre provides other services requiring a visit in person such as hairdressers and dry cleaners. In addition, the centre has several employment opportunities, mainly office, and is mostly covered by a Key Business Area designation.

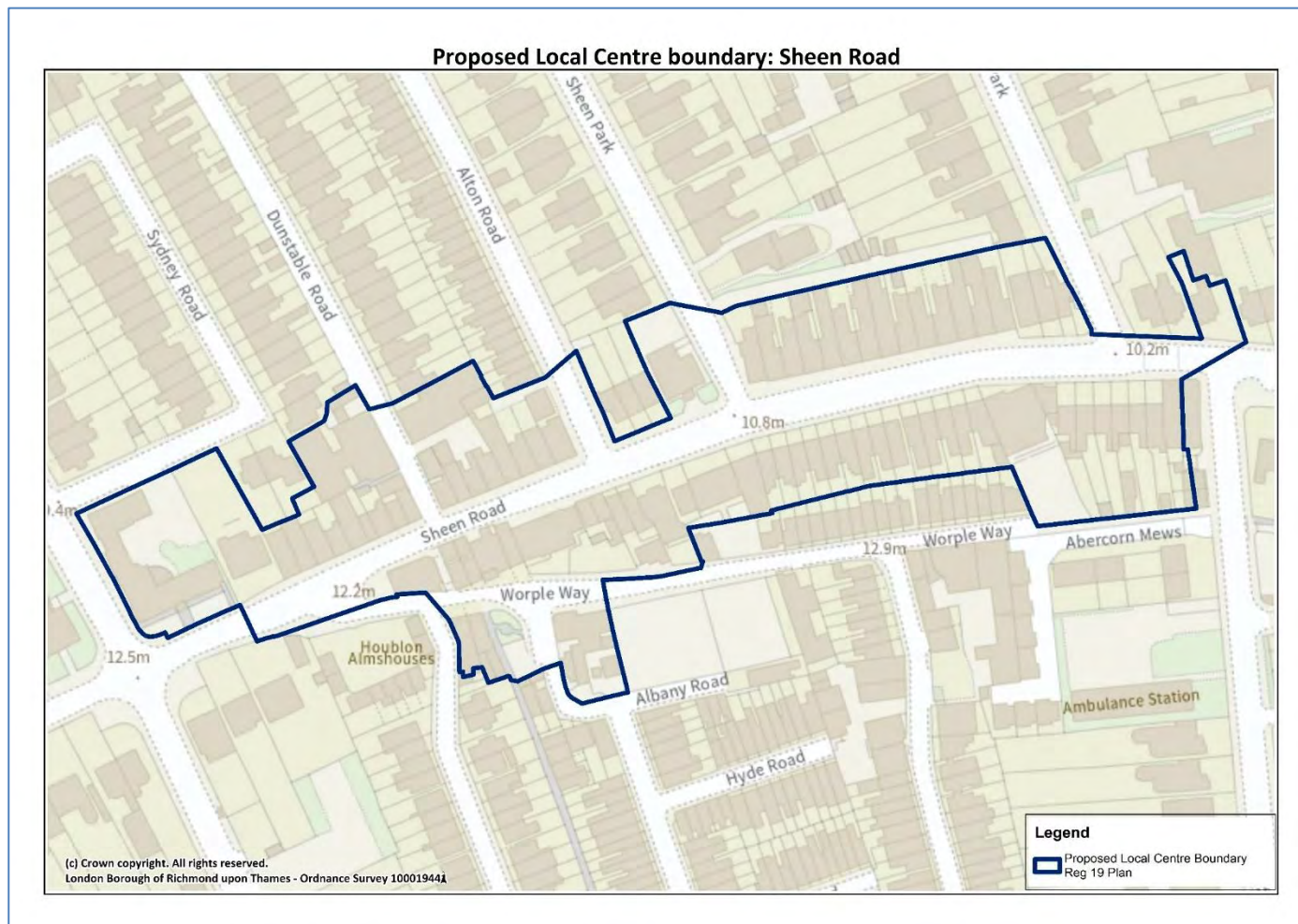
Sheen Road centre's immediate catchment is predominantly prosperous. However, it also contributes in a limited way to meeting the needs of those living to the east of this neighbourhood centre identified as being both one of the most disadvantaged communities in the borough.

Sheen Road warrants designation as a neighbourhood centre due to its size, role & function (including meeting need) and provision of employment opportunities.

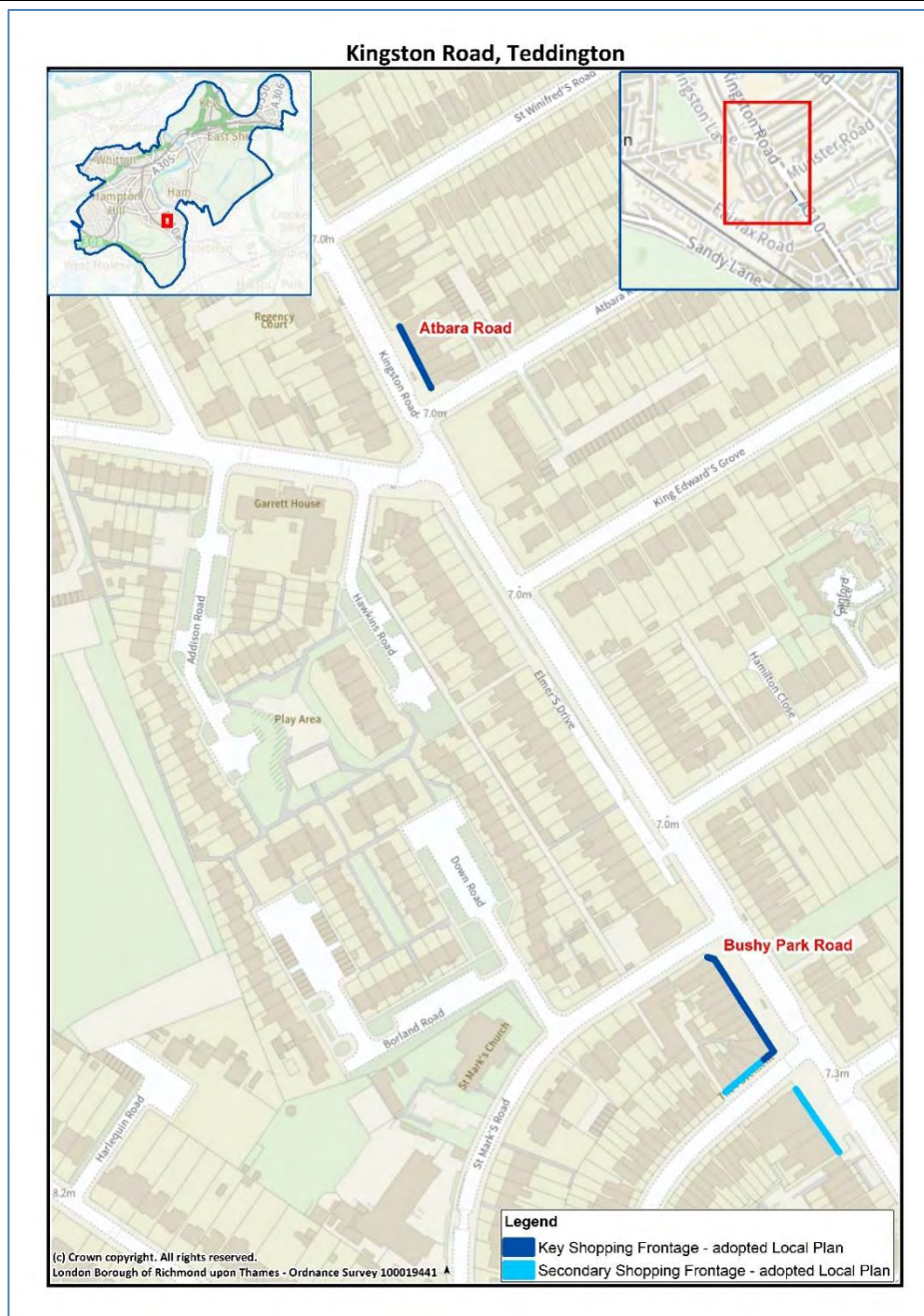
Recommendations:

Hierarchy: No change

Boundary: A local centre boundary is proposed which will facilitate policy implementation and be displayed on the Policies Map. It is shown on the map opposite.



3.7 Kingston Road, Teddington



Atbara Road section



Bushy Park Road section

Overview: Kingston Road centre is located between Teddington town centre and Hampton Wick, also a neighbourhood centre. This centre is in 2 sections, the main shopping area at the junction with Bushy Park Road and another smaller parade of shops to the north at the junction with Atbara Road.

The centre is located within PTAL 2 (6 indicating high accessibility & 0 indicating low accessibility)⁸.

A significant consideration is the contribution this centre makes to meeting a local need. Areas to the west and to the east are more than 400 metres from convenience provision. In addition, the former is bounded by the River Thames and the latter by Bushy Park.

It is also an area which has experienced an increase in population in recent years with the implementation of several large housing-led developments.

Policy & designations:

Adopted plan¹: Kingston Road is classified as a neighbourhood centre in the adopted Local Plan centre hierarchy. Key & secondary shopping frontage at Bushy Park Road section, Key shopping frontage only at Atbara frontage.

Regulation 18 Local Plan: As adopted.

Publication Plan (Regulation 19) Local Plan: Local Centre Boundary proposed

Area Strategies (Publication Plan):

Policy for the area includes that development will where relevant:

- Contribute to a sense of activity and vibrancy in the town and neighbourhood centres, retaining the mix of uses including restaurants, cafés, and pubs.
- Support greening through enhancing street trees, planting and verges, in the town and neighbourhood centres and the residential areas.
- Consider opportunities to reduce the dominance of cars and promote active travel, improving the permeability and creating space for pedestrians.

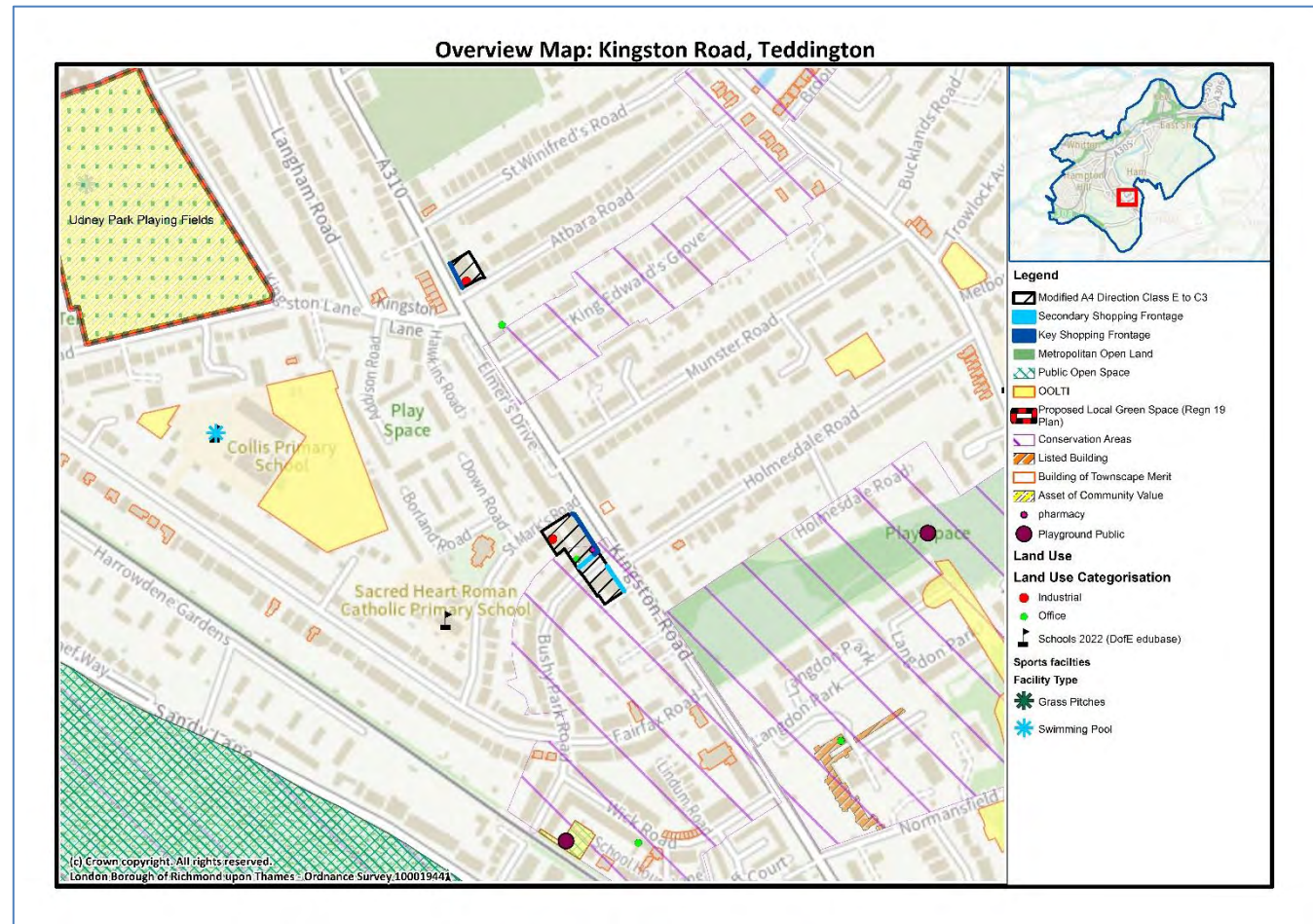
Related strategies:

- **Village Plan SPD¹³** – Hampton Wick and Teddington

Planning policy aims: Local shopping parades at Kingston Road, Stanley Road and Waldegrave Road will be protected and improved, enabling them to provide shopping and other services to meet local needs.

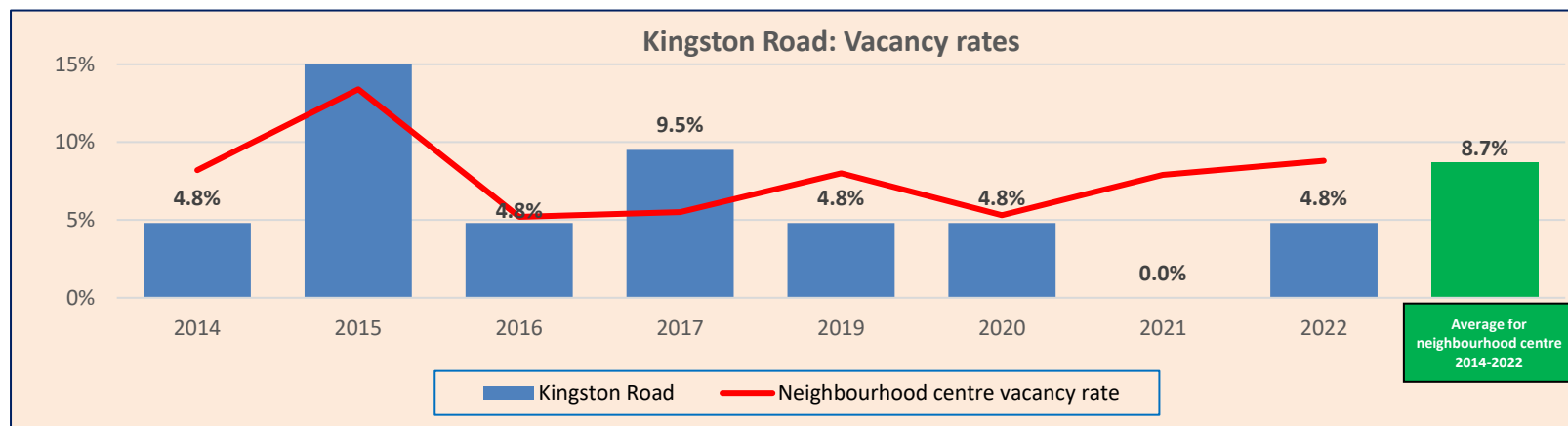
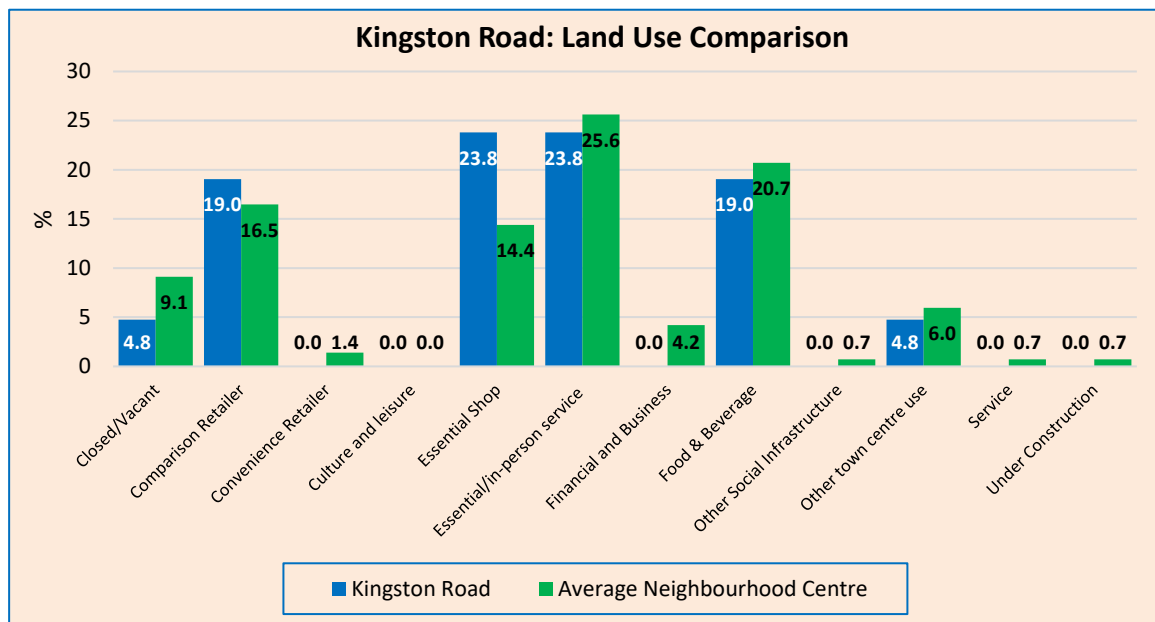
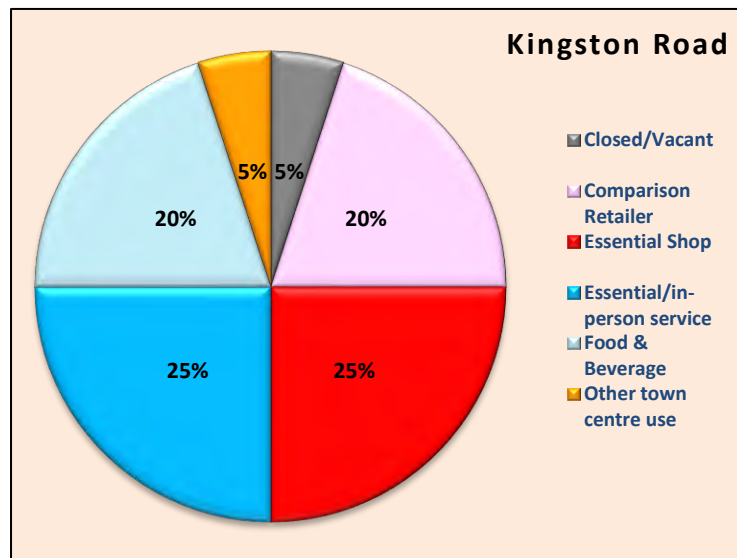
Regulation 18 Local Plan Consultation. (Responses in full can be found on the Council's website)²⁴.

No responses specific to this centre.



Composition of centre

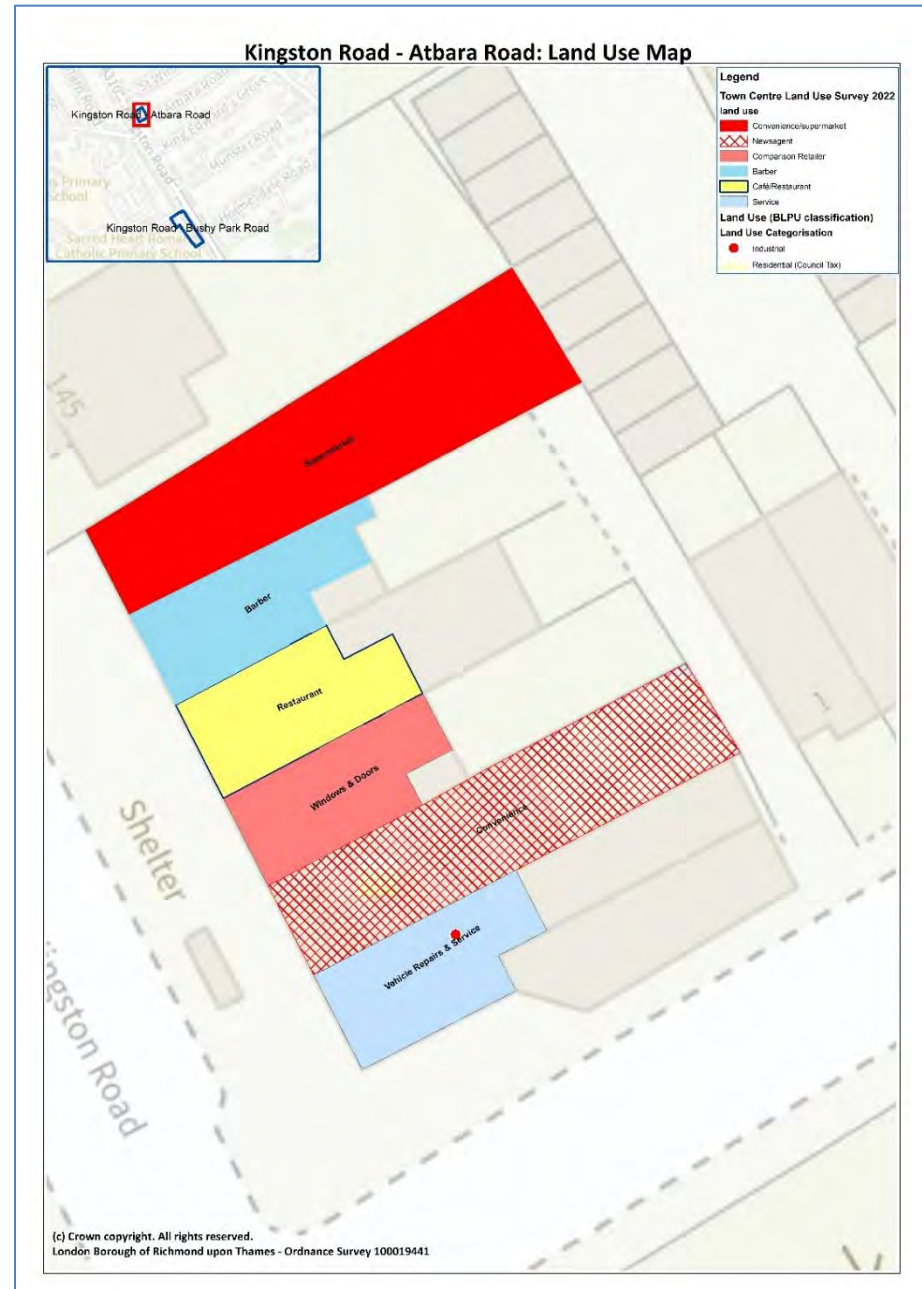
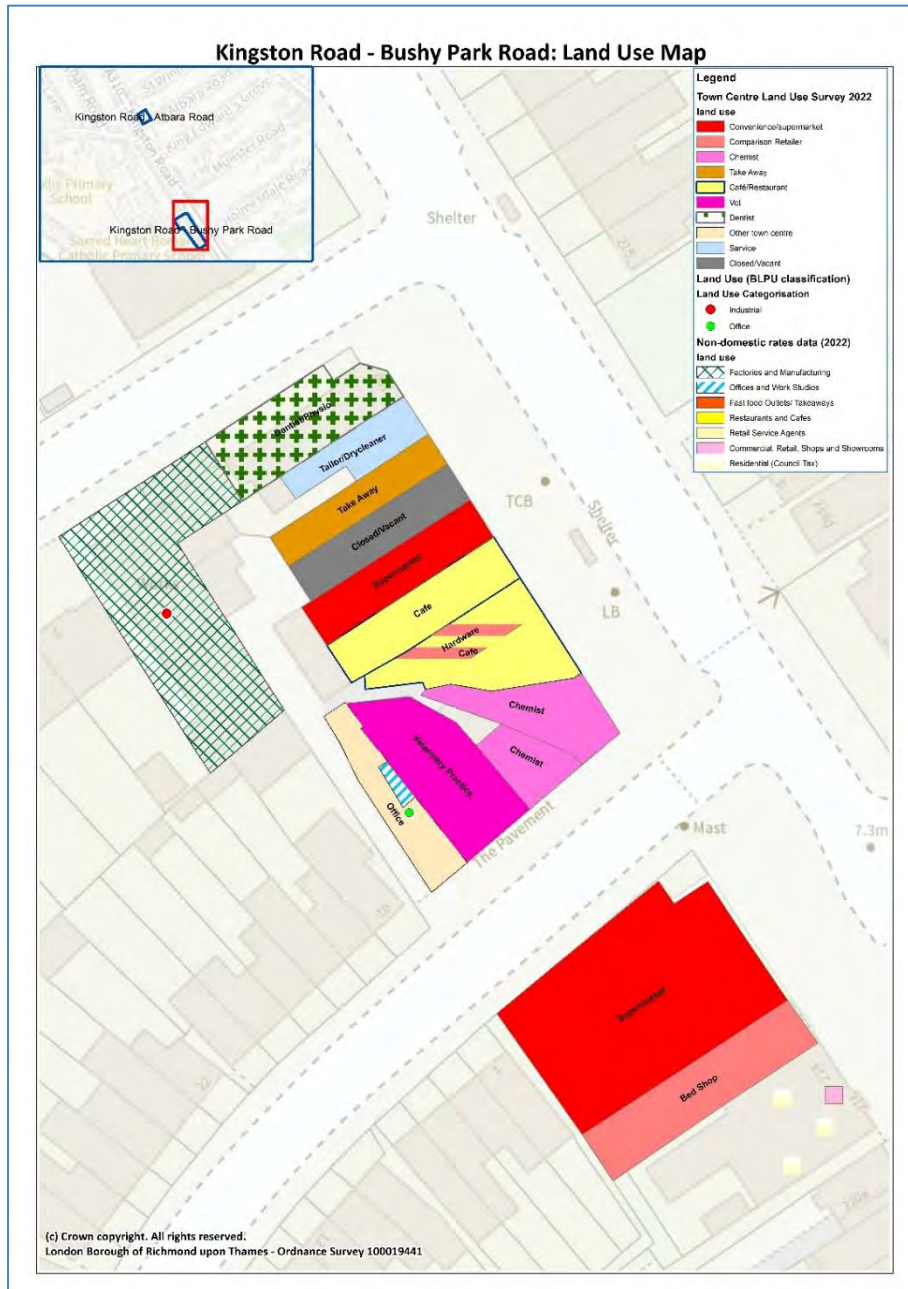
This centre has 20 commercial units/community uses recorded in the Council’s annual Town Centre Land Use Survey. Together the two sections at Bushy Park Road and Atbara Road provide very good provision of essential shops compared to other equivalent centres in percentage terms (the focus of the centre). The amount of provision has increased in recent years with the opening of the Coop in a new development. In other sectors, the centre appears slightly under-represented with the exception of comparison retail. It is noted that there a couple of large retail units needing display space (a cycle retailer and bedroom showroom).



Latest **vacancy data** – At 4.8% the vacancy rate in 2022 was much lower than the average for this type of centre (8.8%). In fact, this amounts to only one vacant unit.

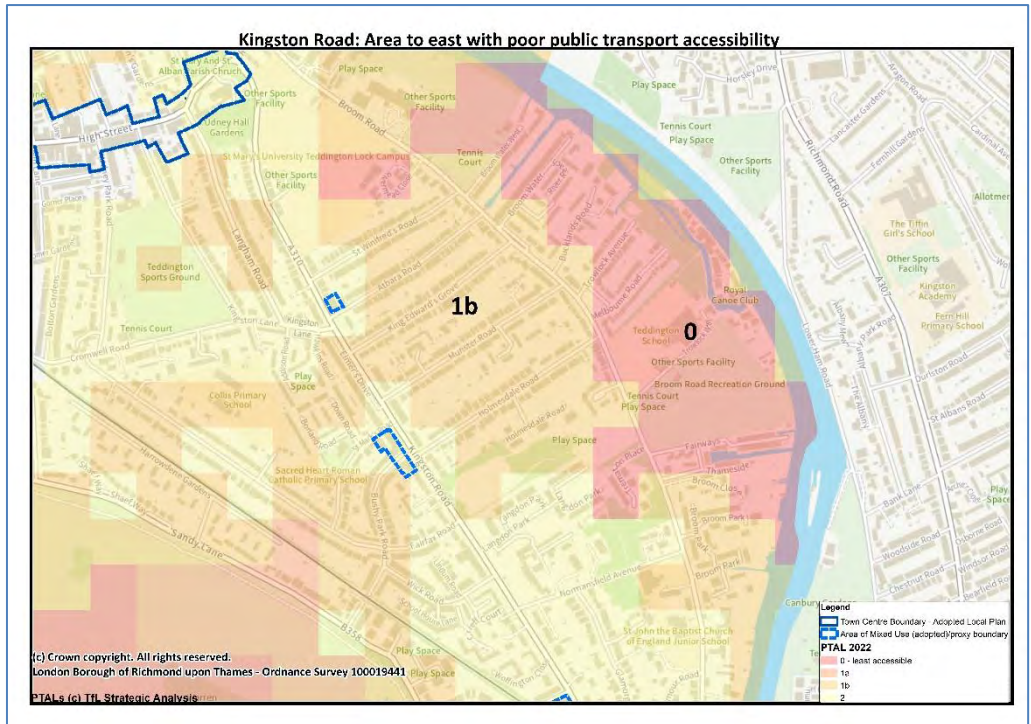
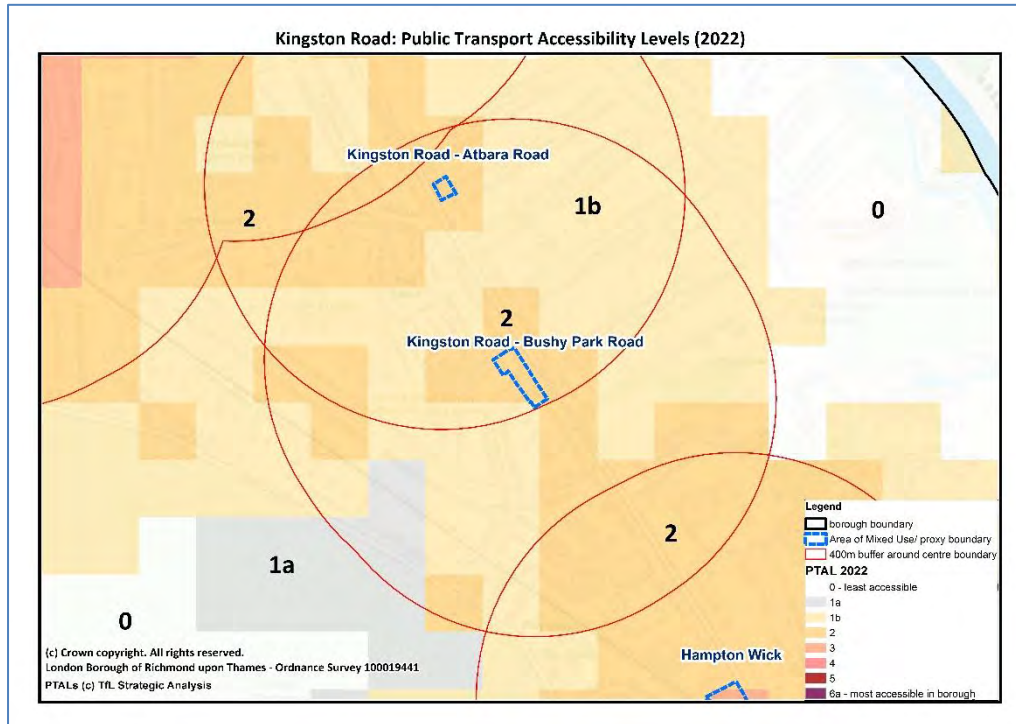
Vacancy rates have tended to be below the average in recent years.

Source: SSA Town Centre Land Use Survey 2022¹⁴



Source: SSA GIS mapping

Accessibility⁸:



Source PTALs © Tfl Strategic Analysis

PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

Both sections of Kingston Road provide facilities for communities not well-served with public transport. This is particularly so to the east where some residential areas are in the least accessible category of 0 and are bounded by the bend in the Thames.

Article 4 Direction Class E (combined business class) to residential:

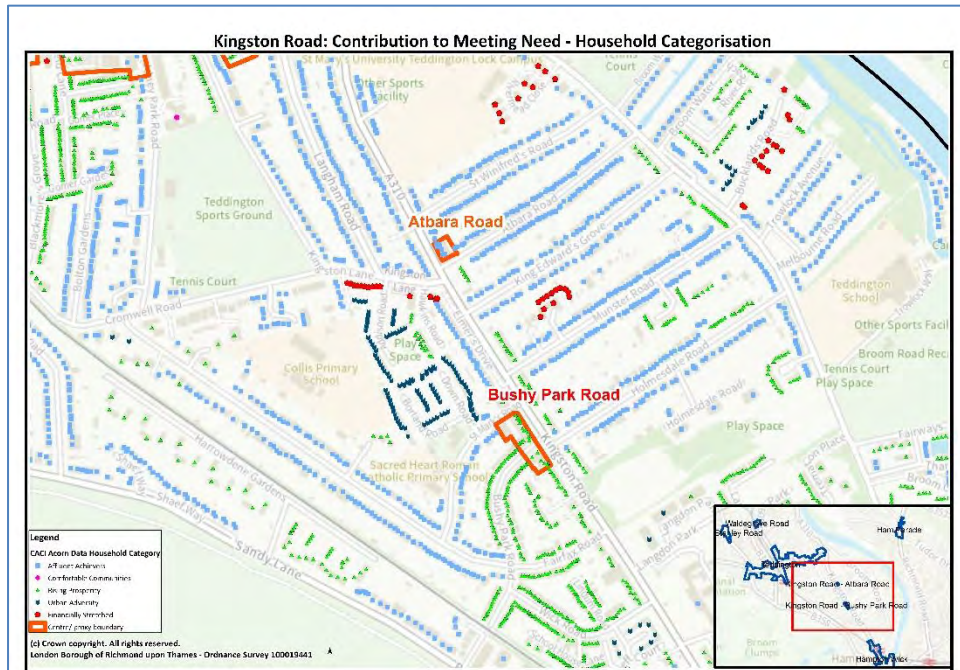
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and came into force on 29 July 2022⁵. Frontages on both parts of the centre are subject to this Direction as it is recognised that this centre plays a vital role in meeting need.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	In part	KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa		Playspace/recreation ground/LGS	Langdon Park & Addison Road School House Lane	Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM		ILBP:
Newsagent	✓	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden	Bushy Park*	
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office:
Greengrocer		chiropracist		Theatre	✓	Open space designation:		
Off licence		Physiotherapist/osteopath	✓ * in Ivy Clinic	Cinema		MOL	Normansfield, Bushy Park	Other
Chemist	✓	Vet	✓	Music venue/night club		OOLTI	Udney Park Playing Fields, Collis Primary School School House Lane	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		LGS	Udney Park Playing Fields	
Provision: Large purpose built Coop & independents		Pub/wine bar		Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop /craft cafe	✓	Education:				
		take away	✓	School / pre-school	✓ Collis, Sacred Heart nearby			
		Other:		Day nursery	✓ Kateys			
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre	✓			
				Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Dry cleaner includes tailor, MOT & Tyre centre	Museum/Gallery				
				Proximity to major attraction:	Bushy Park			
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value – Udney Park Playing Fields								
*Bushy Park covered by several designations								



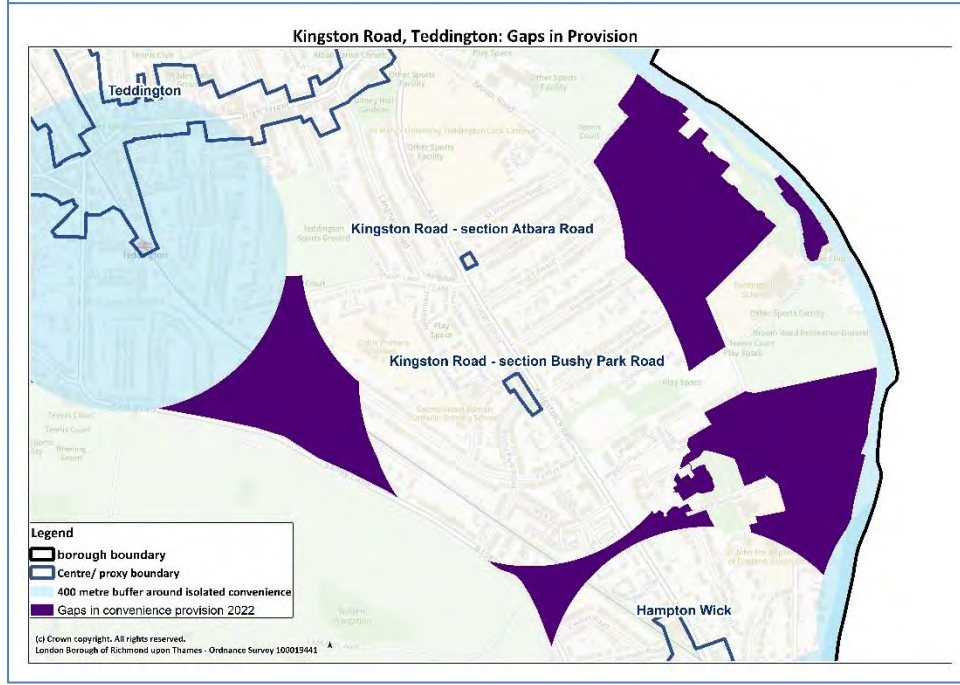
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

- Affluent Achievers
- Comfortable Communities
- ▲ Rising Prosperity
- Urban Adversity
- Financially Stretched

CACI have produced a dataset (ACORN) which categorises households into different typologies. Using Census and other data CACI split postcodes into 6 main categories (further sub-divided) to assist in understanding the types of people living in each area¹⁹.

Both sections of Kingston Road serve a mix of household type, with “affluent achievers” predominating. There is some social housing located mostly to the west where households are more likely categorised as in “urban adversity” or “financially stretched”.

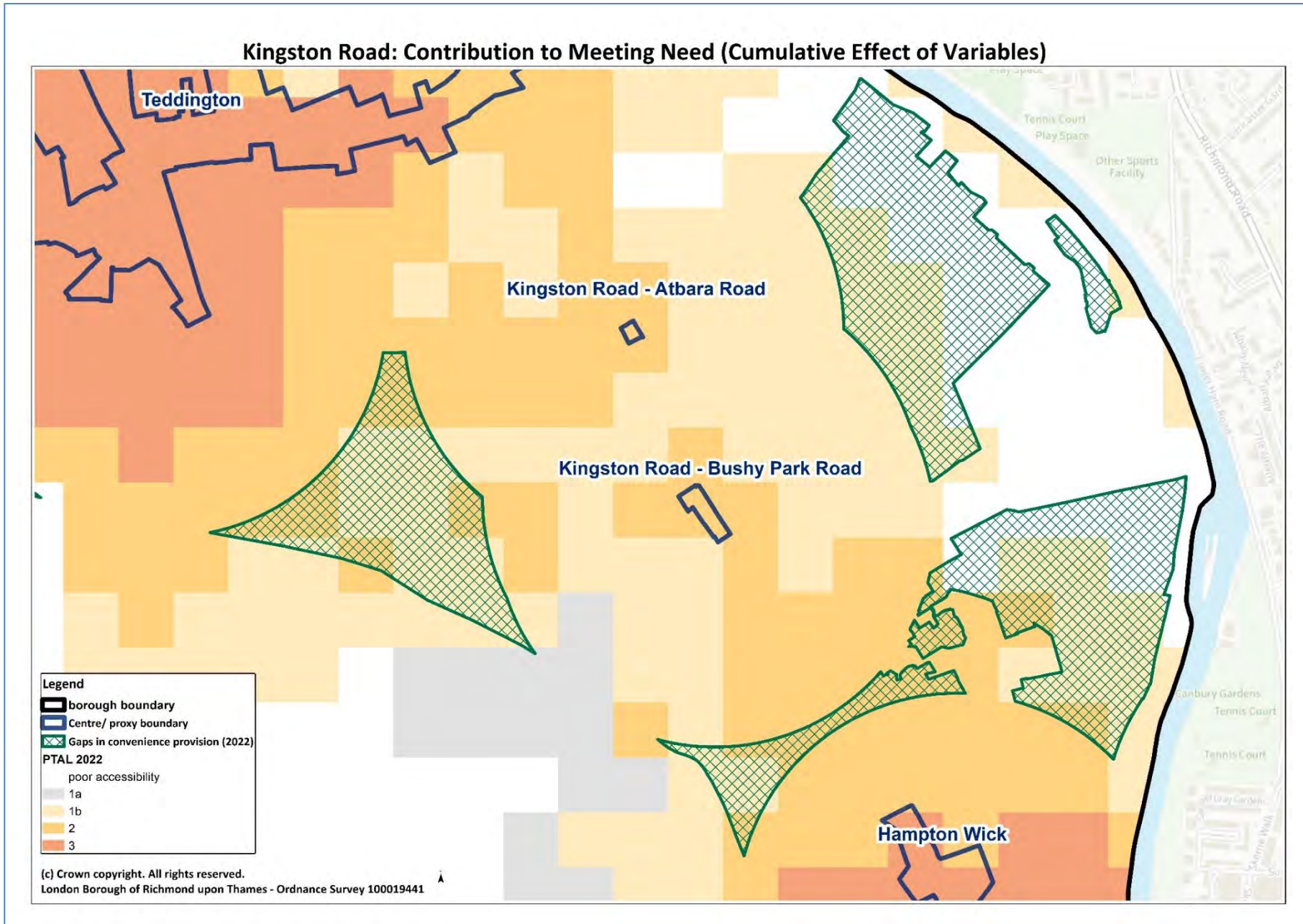


Centres meeting the needs of those living more than 400 metres from provision:

Residential areas more than 400 metres from existing convenience provision have been mapped 2022. Please Technical Appendix in Volume 1 for details.

The purple areas on the map opposite are areas identified as a gap in convenience provision. Kingston Road centres, along with Hampton Wick are serving some communities not well provided with essential shopping. As referred to above, public transport is poor in the area to the east located in the bend in the River Thames in particular, which corresponds with the area identified as a gap in provision. The following map overlays these variables.

Source: SSA GIS mapping



Source: SSA GIS mapping

Summary:

Kingston Road centre is located between Teddington town centre and Hampton Wick neighbourhood centre. This centre is in 2 parts: the main shopping area at the junction with Bushy Park Road and another smaller parade of shops to the north at Atbara Road. This latter section comprises a parade of only 6 units which is providing some useful top-up shopping and services for the local community.

Bushy Park Road is the larger of the two sections and totals 16 units which includes a vet, pharmacy and the main food store – Co-op. In addition, there are two unusually large units which accommodate retailers needing a large amount of display space (bedroom showroom & cycle shop).

It should be noted that there have been several large residential developments completed in the last few years including at the Sandy Lane & Normansfield Hospital sites and most recently, Teddington Riverside, Broom Road, formerly Teddington Studios. The Kingston Road centres are the nearest to these sites and contribute to serving these newer communities, whose spending helps to sustain the centre which despite the pandemic has only one vacancy.

Recommendations:

Hierarchy: No change. The centre provides local shopping facilities on Kingston Road serving both discreet and relatively recent communities.

Boundary: A local centre boundary is proposed which will facilitate policy implementation and be displayed on the Policies Map. It is shown on the map opposite.



3.8 Stanley Road (Teddington)



Stanley Road



Overview: Stanley Road centre comprises approximately 45 units and serves a local community to the northwest of Teddington town centre and to the northeast of Hampton Hill local centre. It is the most significant of the smaller centres in this area. The centre is located within PTALs 2/3 and has relatively low public transport accessibility to the east.

Redevelopment of the Strathmore Centre (SA 8) may include affordable housing which would be served by this centre for top-up shopping. Planning application 20/0539/FUL was approved on 04/04/22 granting permission for 30 residential units.

Policy & designations:

Adopted plan¹: Stanley Road is classified as a neighbourhood centre in the adopted Local Plan centre hierarchy. Key & secondary shopping frontage. AMU boundary. SA – Strathmore Centre.

Regulation 18 Local Plan: As adopted.

Publication Plan (Regulation 19) Local Plan³: Local Centre Boundary proposed. SA 8 nearby.

Area Strategies (Publication Local Plan)³:

Policy for the area includes that development will where relevant:

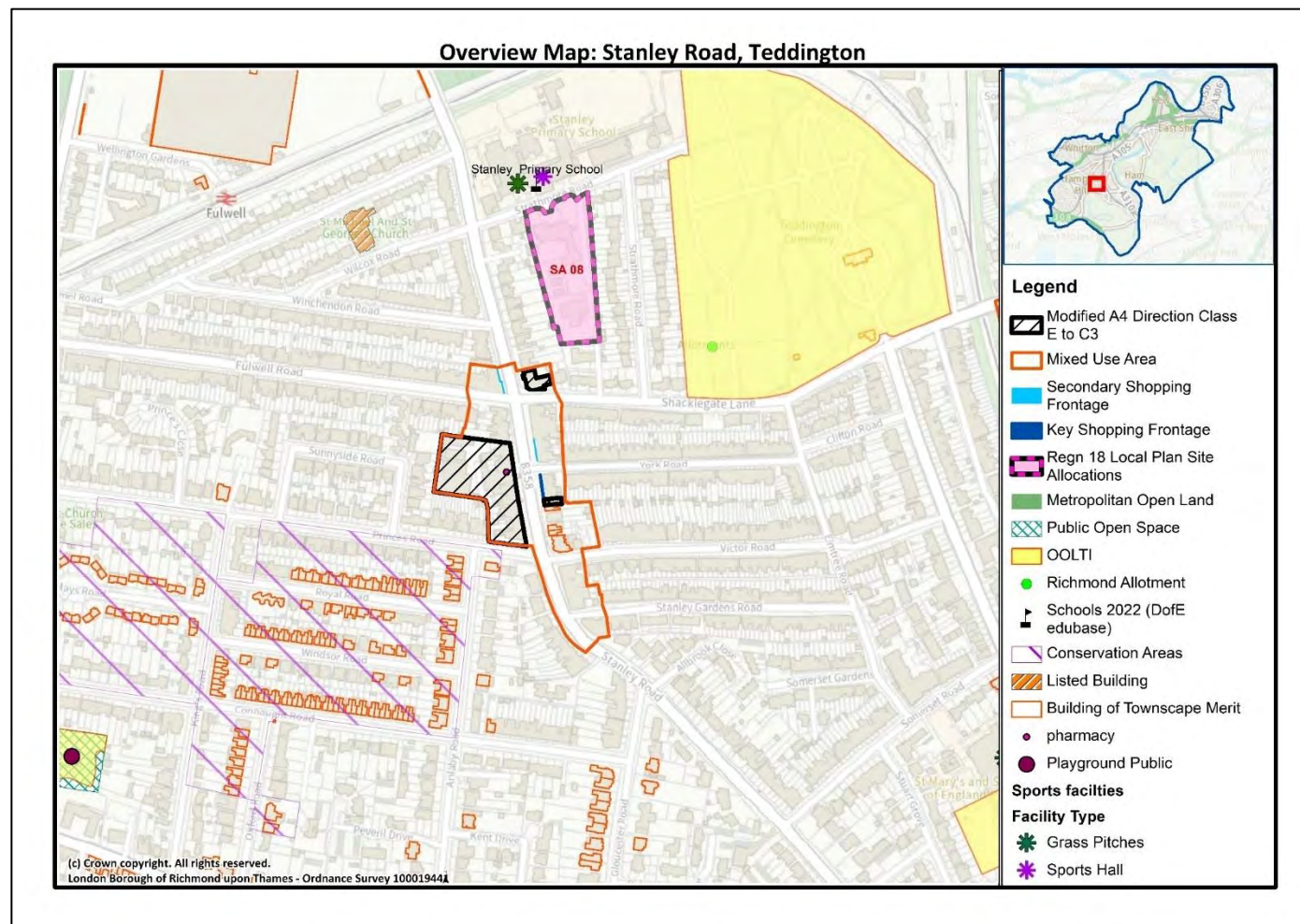
- Contribute to a sense of activity and vibrancy in the town and neighbourhood centres, retaining the mix of uses including restaurants, cafés, and pubs.
- Support greening through enhancing street trees, planting and verges, in the town and neighbourhood centres and the residential areas.
- Consider opportunities to reduce the dominance of cars and promote active travel, improving the permeability and creating space for pedestrians.

Related strategies:

- **Village Plan SPD¹³** – Hampton Wick and Teddington. Planning policy aims: Local shopping parades at Kingstn Road, Stanley Road and Waldegrave Road will be protected and improved, enabling them to provide shopping and other services to meet local needs.

Threats from development –

- Poor quality pavements (e.g. tarmac is often mixed with paving slabs on the same road).
- Loss of quality shop frontages and signage.



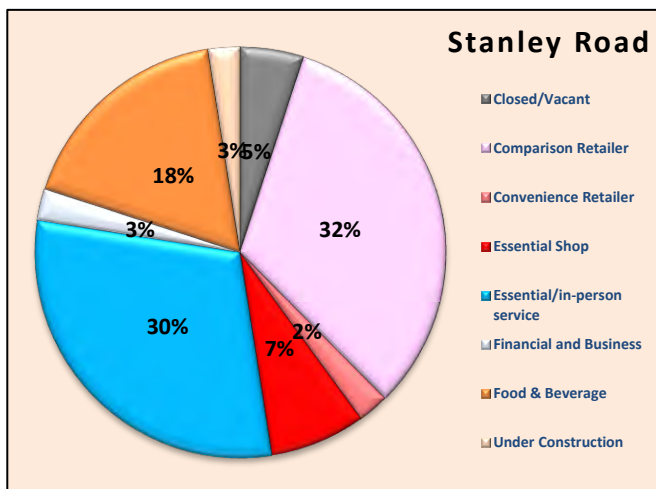
Opportunities

- The general appearance of Stanley Road suffers from a lack of maintenance of the building frontages and public realm and there are opportunities to improve this (e.g. through painting render, removing paint from brick and improving street surfaces).
- Improve pavements.

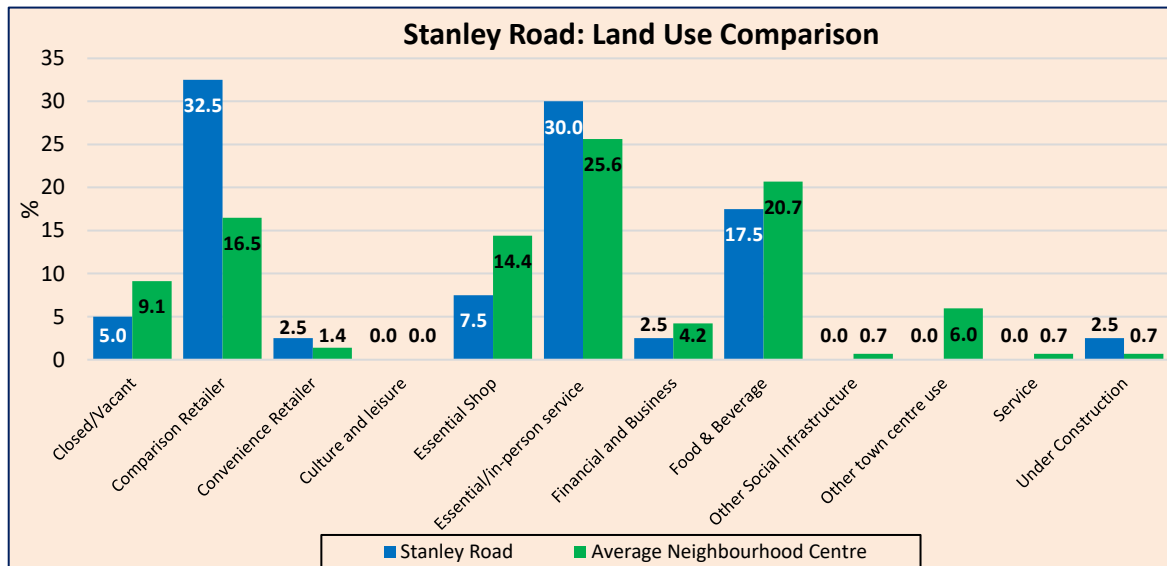
Specific shop front guidance for Stanley Road.

Regulation 18 Plan Consultation: (Responses in full can be found on the Council’s website)²⁴. No responses specific to this centre.

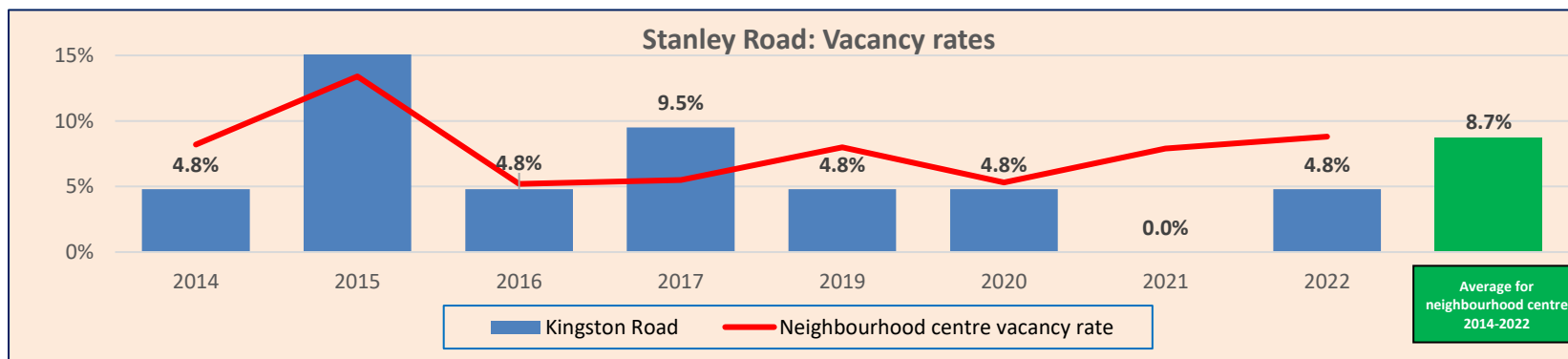
Composition of centre



Source: SSA Town Centre Land Use Survey 2022¹⁴



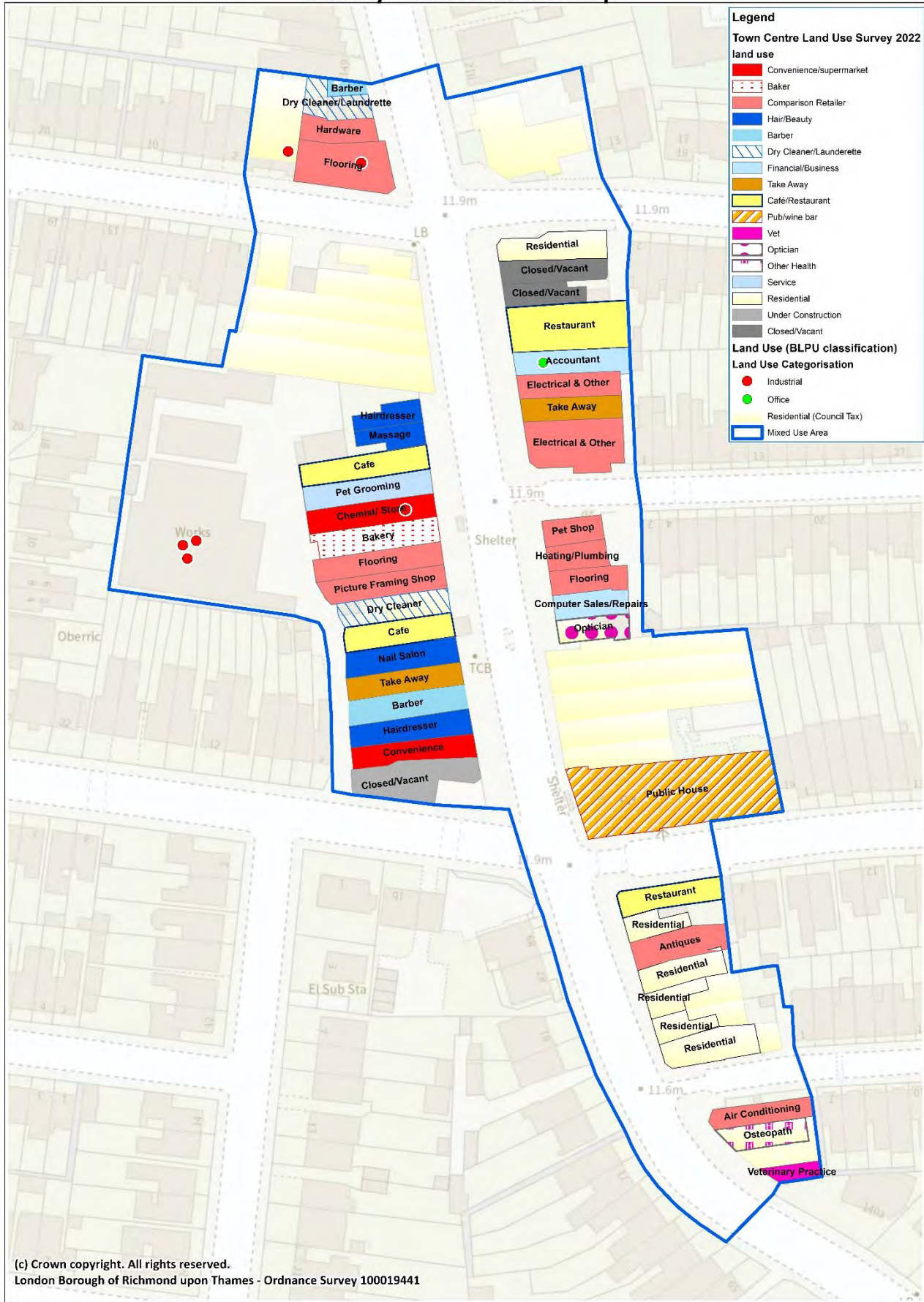
With 40 commercial units/community uses recorded in the Council’s annual Town Centre Land Use Survey¹⁴, Stanley Road in terms of scale, is easily a neighbourhood centre. Its focus is on essential or in-person services and has a large proportion of comparison shops (almost double the usual proportion for a neighbourhood centre). Conversely, it has only 3 essential shops, a branch of Cavan bakery, an independent and Londis convenience store including an NHS pharmacy, but no representation from the larger food retailers.



Latest **vacancy data** – Its 2022 vacancy rate is well below the neighbourhood centre average. However, the diagram below shows that Stanley Road’s vacancy rate has fluctuated somewhat although less so in recent years.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Stanley Road: Land Use Map



(c) Crown copyright. All rights reserved.
London Borough of Richmond upon Thames - Ordnance Survey 100019441

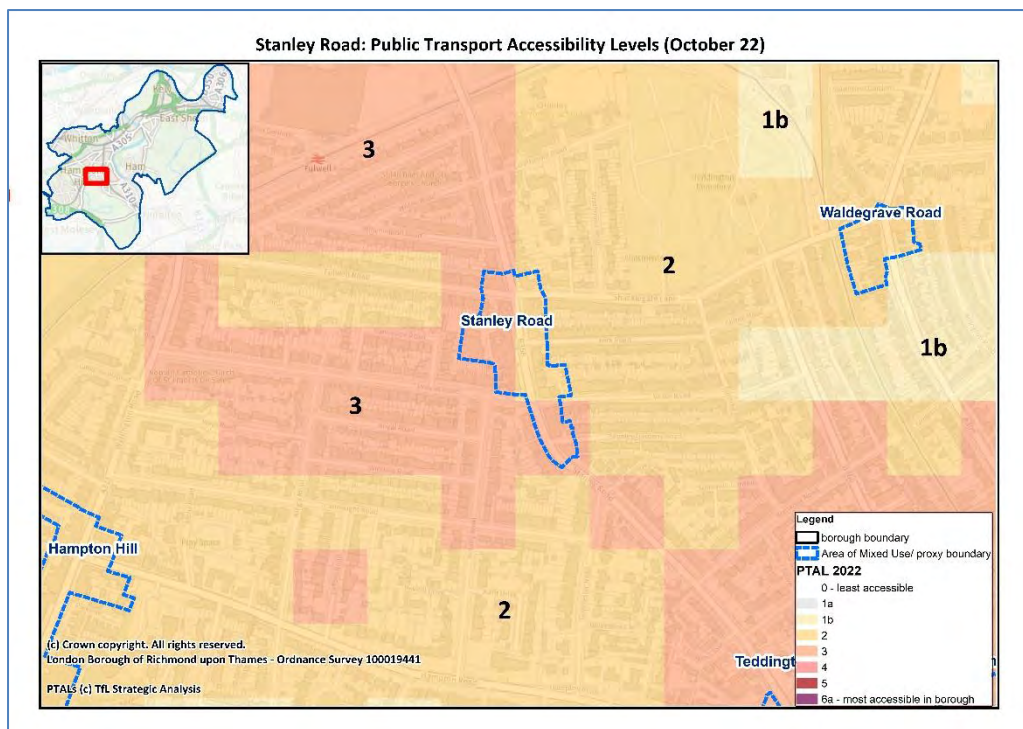
Customer views/experience:

Urban Design Study 2023¹²:

Valued features: Local shopping parades along main routes (e.g. along Stanley Road) host several independent retailers, services and restaurants and provide amenity for the local community.

Negative qualities: Some shops have been converted to housing, particularly on Stanley Road, which has had a detrimental impact on the townscape character.

In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website.



Accessibility⁸: (source GLA: PTALs)

PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

Stanley Road is serving some areas, particularly to the east which have low transport accessibility (PTAL 2).

Source PTALs © TfL Strategic Analysis



Article 4 Direction Class E (combined business class) to residential:

An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and came into force on 29 July 2022⁵. It covers Princes Works and areas where essential services and shops are located.

Site Allocation SA 8 – Strathmore Centre, now with planning permission, is also shown on the map. Full text of the Area Strategy for Richmond and the Site Allocations form part of the Publication Local Plan (Regulation 19) Plan and can be viewed on the Council’s website³.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area		KOA/KBA:
Baker	✓	Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS		Listed Building		
Butcher		Health facilities/vet:	optician	Gym/fitness		BTM	✓	ILBP:
Newsagent		GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden	Teddington cemetery to east	
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiropodist		Theatre		Open space designation:		
Off licence	*	Physiotherapist/osteopath	✓	Cinema		MOL		Other Cluster of businesses at Princes Works and others on Fulwell Road.
Chemist	✓ **	Vet	✓	Music venue/night club		OOLTI	Teddington cemetery to east	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		LGS		
Provision: Londis, Cavan bakery		Pub/wine bar	✓	Other e.g. Job centre, police shop				
* alcohol selection in Londis								
** dispensing chemist in Londis		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school	✓ St James' RC (outside boundary)			
		Other:		Day nursery				
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre				
				Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant	Dog grooming	Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area low public transport accessibility – partly to east (PTAL 2) community more than 400 metres from provision ✓ Partly. Contribution to as other centres also serving area.								
Asset of Community Value = N								

Summary:

Stanley Road centre comprises approximately 40 units and serves a local community to the northwest of Teddington town centre and to the northeast of Hampton Hill local centre. It does not have a discrete catchment. Stanley Road is the largest of the smaller centres in this area.

Its convenience function is fairly limited (3 of the 9 essential shops) and the larger food retailers are not represented. However, there is a very good range of essential in-person services such as an optician, vet, osteopath, dry cleaner and several hairdressers. It has a good Food & Beverage offer including the Red Lion public house. Stanley Road has a strong comparison goods offer with 11 comparison goods retailers located in the centre selling a range of goods.

The centre is located within PTALs 2/3 and serves some living to the east in particular with relatively low public transport accessibility.

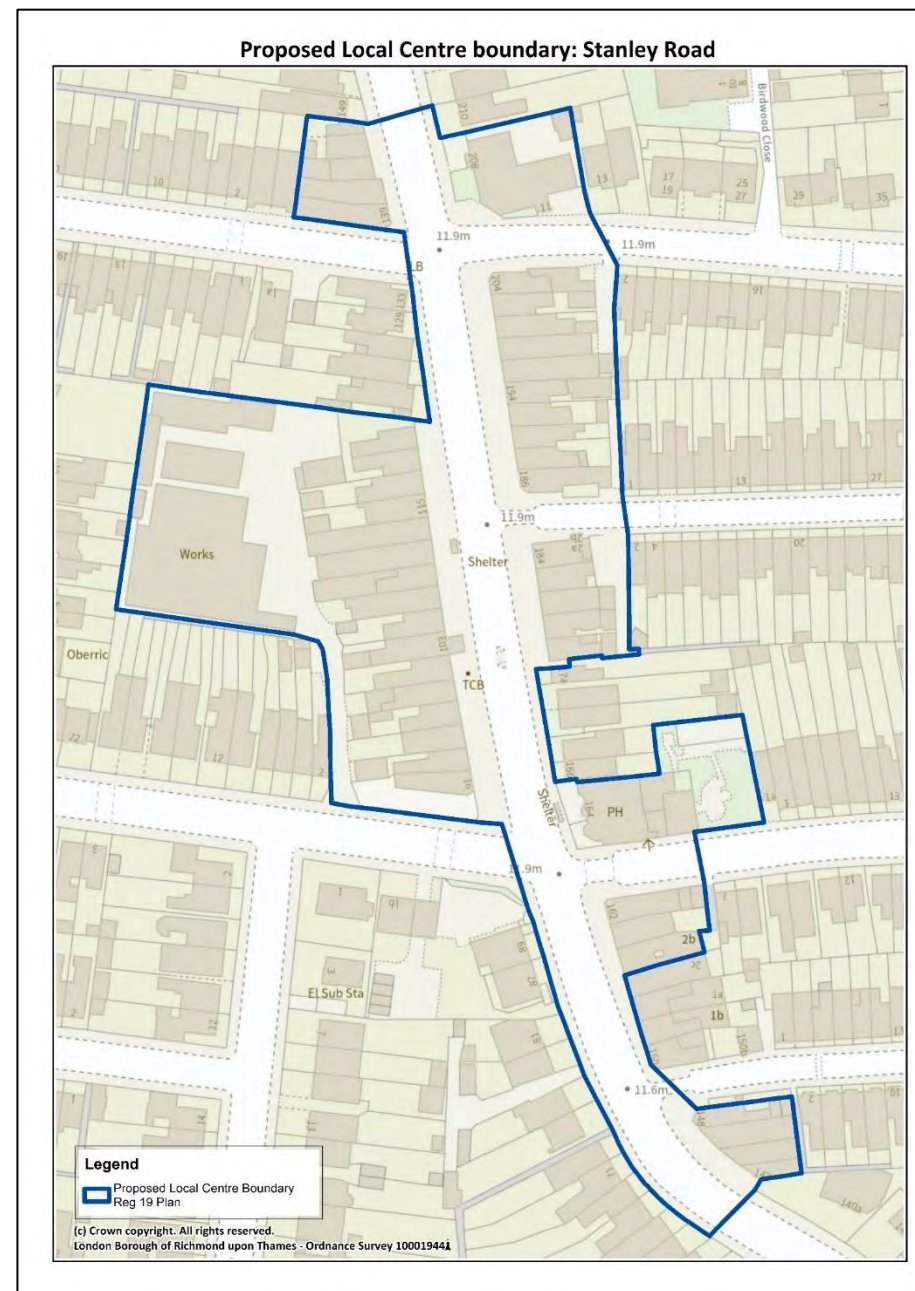
Redevelopment of the Strathmore Centre (SA 8) may include affordable housing which would be served by this centre for top-up shopping. Planning permission has been granted, but not implemented. There is some employment present, notably at Princes Works.

The centre's scale and provision, particularly its services, make it appropriate to be classified as a neighbourhood centre.

Recommendations:

Hierarchy: No change

Boundary: A local centre boundary is proposed which will facilitate policy implementation and be displayed on the Policies Map. It is shown on the map opposite.



3.9 White Hart Lane (Barnes/Mortlake)



The Broadway



Overview: White Hart Lane is a dispersed linear centre covering 4 sites with blocks of primarily residential use in between. One end of the centre is approximately 500 metres from the other and is divided by the railway line and hence the need to wait to cross can be divisive. It is a neighbourhood centre with a local role.

There is a small area to the east which is identified as being a gap in convenience provision. All the 4 sites have a PTAL⁸ of 3 or below making an area with somewhat limited public transport accessibility compared to others in the borough.

Should the Barnes Hospital site be developed (outline consent for comprehensive redevelopment granted in 2020 including 83 residential units) there would be additional residents which this centre would serve and whose spending could help to support the centre which would be in close proximity.

Policy & designations:

Adopted plan¹: White Hart Lane is classified as a neighbourhood centre in the adopted Local Plan centre hierarchy.

- (1) White Hart Lane/ Mortlake High Street, SSF, AMU boundary
- (2) White Hart Lane KSF, AMU boundary
- (3) Priests Bridge KSF, AMU boundary
- (4) Frontage on Upper Richmond Road West, SSF 42-48 (even)

Regulation 18 Local Plan: As adopted Plan.

Publication Plan (Regulation 19) Local Plan: Local Centre Boundary proposed. SA 37 Barnes Hospital nearby.

Area Strategies Publication Plan (Regulation 19) Local Plan:

Policy for the area includes that development will, where relevant:

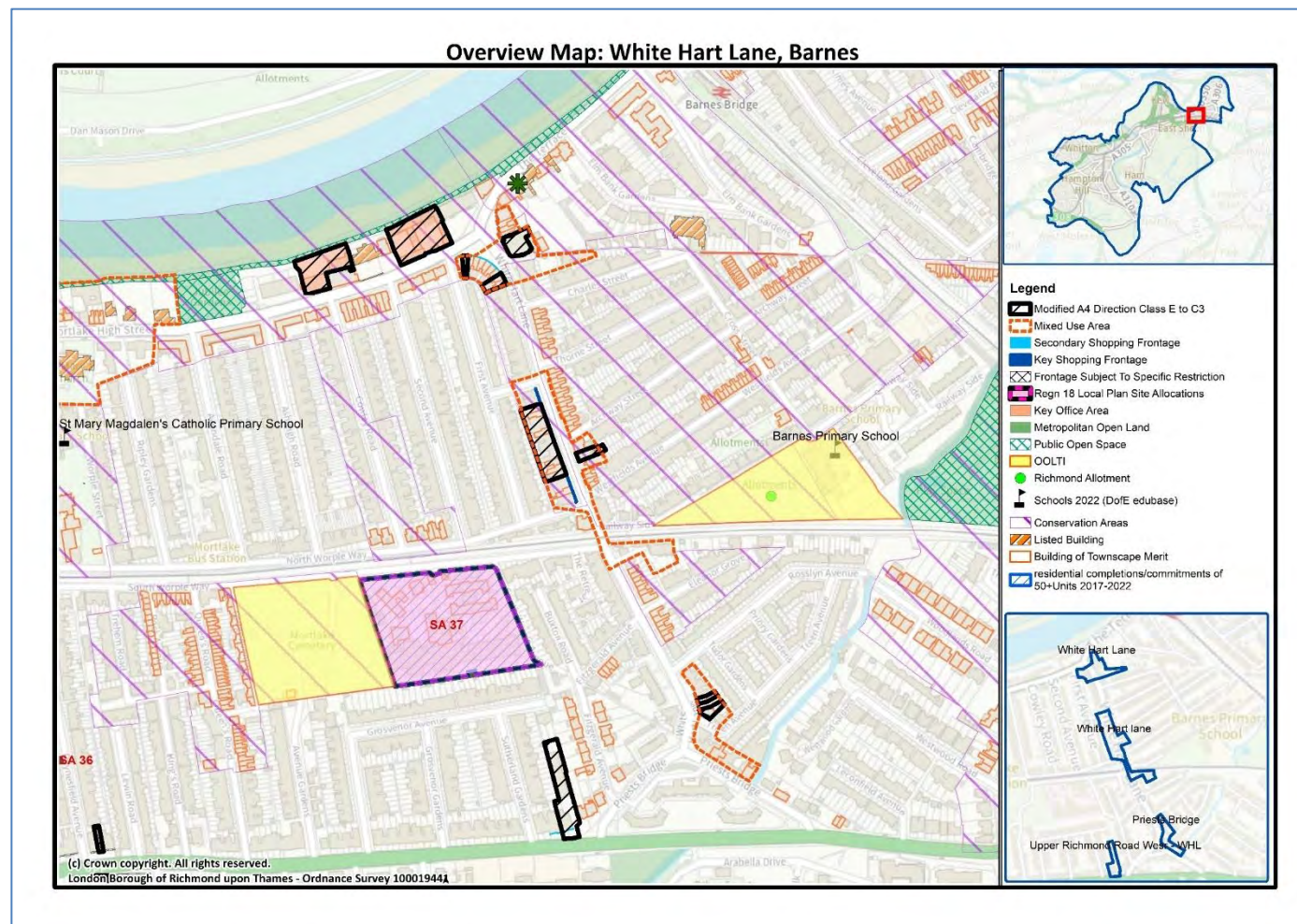
- Contribute to a sense of activity and vibrancy in the town and neighbourhood centres, retaining the mix of uses including restaurants, cafes and pubs along Sheen Lane and at the junction of Mortlake High Street and White Hart Lane, to maintain a sense of activity and vibrancy, and encourage independent shops and businesses, emphasising local makers and artisans.

Related strategies:

- **Village Plan SPD¹³** – Barnes area - Planning policy aims: Improve the vitality and viability of Barnes High Street/Church Road as a shopping and service centre and the smaller shopping centres at Castelnau and White Hart Lane, and in particular protect retail sites.

Threats from development –

- Narrow and poor-quality pavements on the north side of Priests Bridge and lower White Hart Lane discourage pedestrians.
- Loss of quality shop frontages and signage.

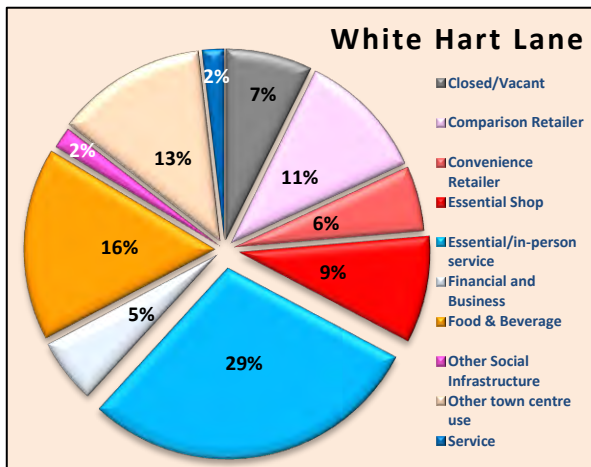


Opportunities -

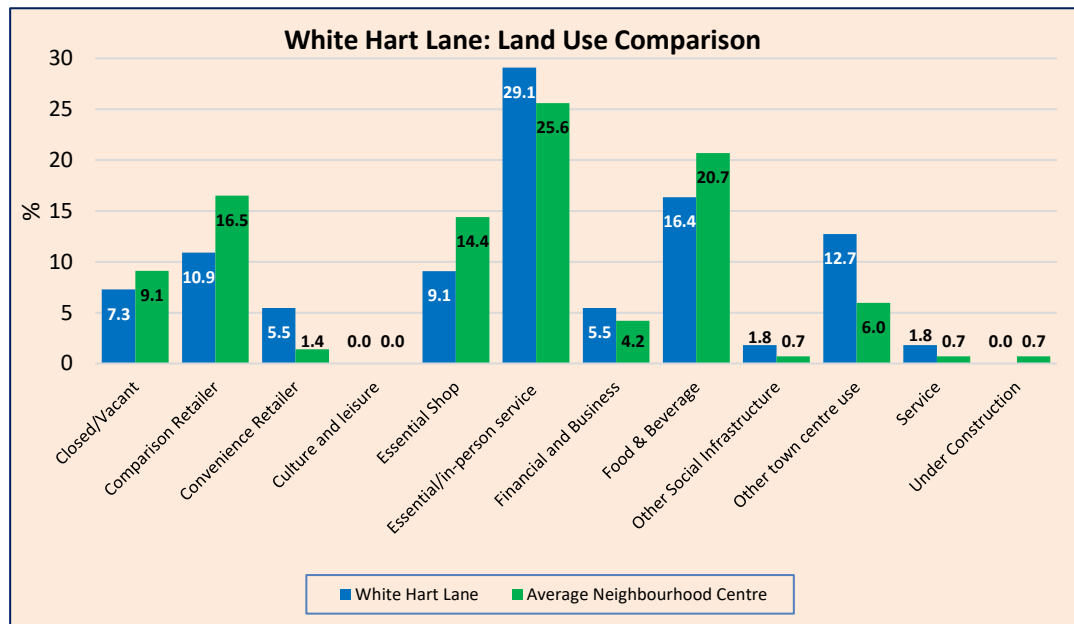
■ Upgrading the public realm on the short commercial stretches of street in this area could reanimate it as a local hub for shops, cafes or small businesses, encouraging investment in buildings. The Priest’s Bridge element benefits from occasional granite sets and concrete brick paving, whereas the White Hart Lane stretch reverts to traditional concrete slabs. York stone or granite sets would be beneficial.

Specific shop front guidance for White Hart Lane identifying opportunities to for improvement.

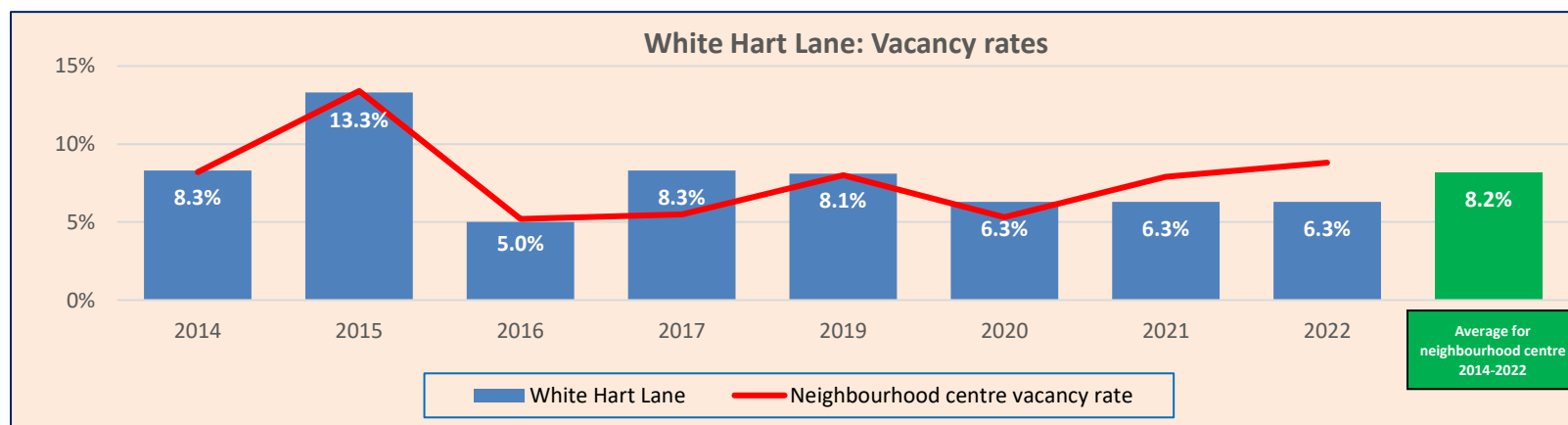
Composition of centre



The four sections of White Hart Lane, with 55 units in total recorded in the Council’s annual land use survey¹⁴, make this centre the largest of the neighbourhood centres numerically (number of outlets). It could be that the distance between parts of the centre (half a kilometre), plus the barrier of the railway, mean that some of the shops/facilities are duplicated. For example there are 3 dry cleaners, in different parts of the centre.



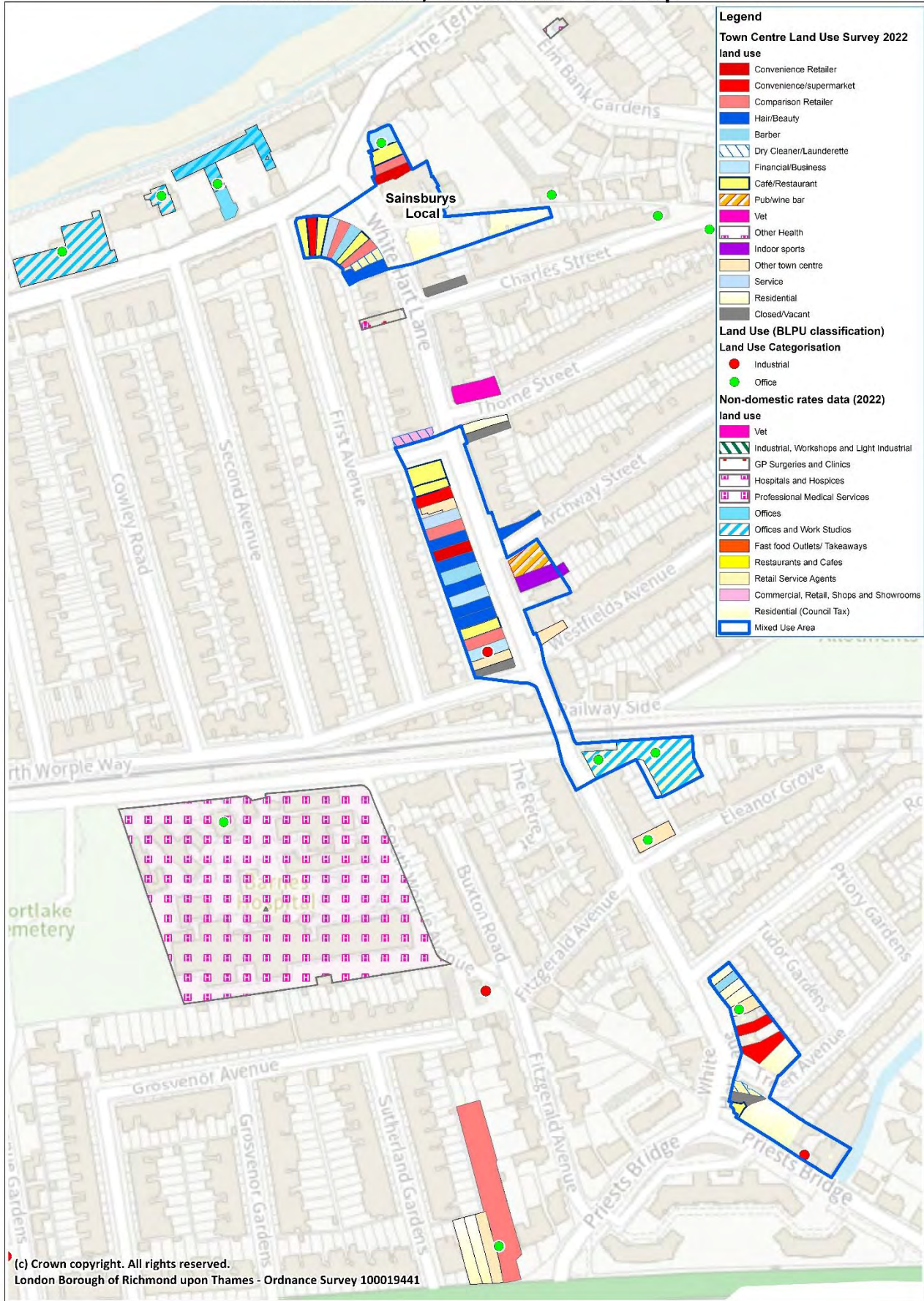
Essential services are slightly over-represented and essential shops under-represented. The percentage of food & beverage is less than the average for this type of centre. Its provision is predominantly cafes and restaurants. Perhaps unusually, the centre does not have a takeaway. There are also several offices, plus professional services and other town centre uses along this linear centre.



Latest **vacancy data** – This centre’s vacancy rate has mirrored the neighbourhood centre average almost exactly over the last few years.

Source: SSA Town Centre Land Use Survey 2022¹⁴

White Hart Lane, Barnes: Land Use Map



Customer views/experience:

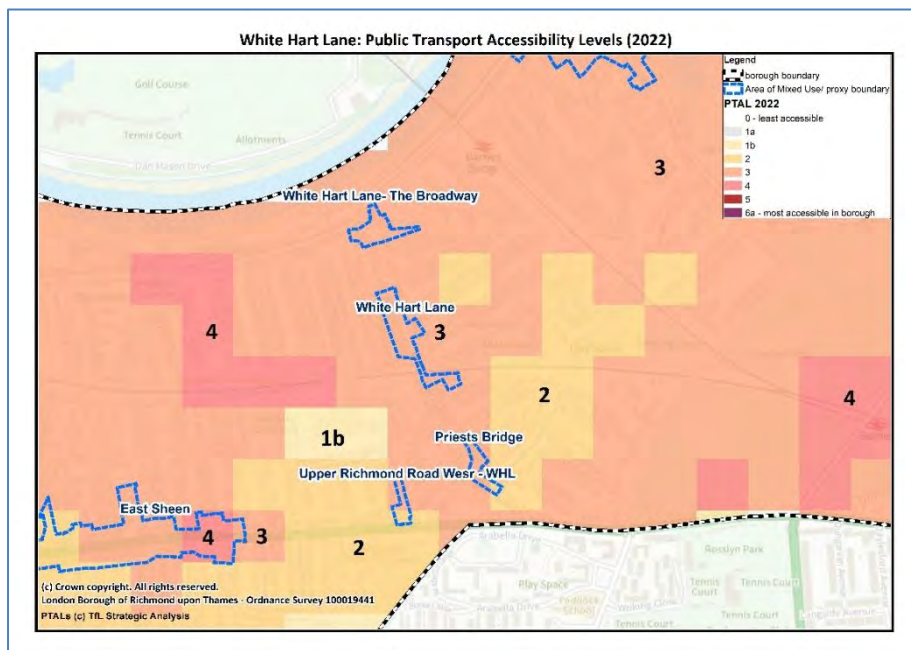
Urban Design Study 2023¹²: Valued features for Barnes Bridge Residential Area include:

- Quiet roads contribute a sense of security and calmness and a village-like quality. This is in line with the original, late-Victorian town planning for the area and has established a sense of community, enhanced by the local services along White Hart Lane.
- The quality and local centre function of shops and services along White Hart Lane and the more vibrant area of Barnes High Street.

In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. The minutes for the meeting relating to this area in July 2021 are also available online.



Priests Bridge



Accessibility⁸

PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

The four sections which make up White Hart Lane are predominantly covered by PTAL rating 3, although some areas served by the Upper Richmond Road West and Priests Bridge sections are less accessible by public transport.

Source PTALs © TfL Strategic Analysis



Article 4 Direction Class E (combined business class) to residential:

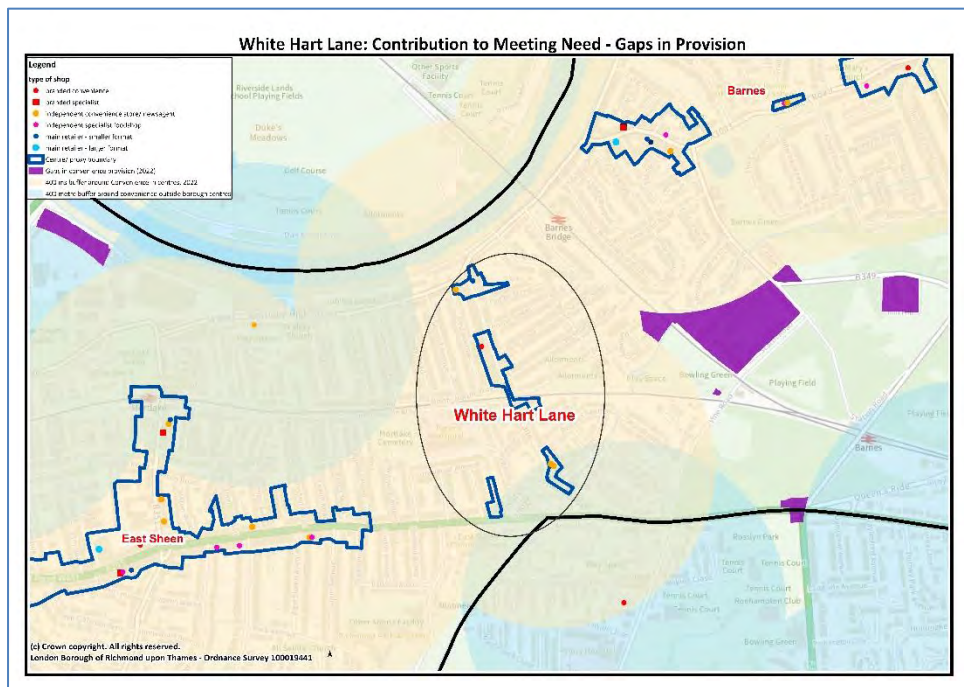
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and came into force on 29 July 2022⁵. It covers all four areas where essential services and shops are located reflecting the centre’s role in meeting provision. The map opposite also shows the Barnes Hospital Site Allocation (SA 38). Application 22/3758/FUL is due for determination, being presented at Planning Committee on 10 May 2023.^b

^b [Agenda for Planning Committee on Wednesday, 10 May 2023, 7.00 pm - London Borough of Richmond upon Thames](#)

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	In part. CA 16 (Thorne Passage), 33 (Mortlake).	KOA/KBA: Tideway Yard, Old Power Station
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS		Listed Building		
Butcher		Health facilities/vet:		Gym/fitness	✓	BTM	✓	ILBP:
Newsagent	*	GP/health centre	✓ (private)	Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Served office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence	*	Physiotherapist/osteopath		Cinema		MOL		Other
Chemist		Vet	✓	Music venue/night club		OOLTI	Railway Side allotments, Mortlake Cemetery	
Dispensing?								
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		LGS		
Provision: Sainsburys Local, Nisa Local, Independents		Pub/wine bar	✓	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away		School / pre-school	Barnes Primary School			
		Other:		Day nursery				
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre				
		Has ATM		Library				
	Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Dog grooming, Furniture repair, picture framers		Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area low public transport accessibility ✓ limited role community more than 400 metres from provision ✓ limited role								
Asset of Community Value= N								



Centres meeting the needs of those living more than 400 metres from provision:

Residential areas more than 400 metres from existing convenience provision have been mapped 2022. Please Technical Appendix in Volume 1 for details.

The map shows an area identified as a gap in provision to the east of the centre. Although largely on the other side of the railway line there are two subways which connect the area to White Hart Lane. The centre may serve this area in a limited capacity.

Source: SSA GIS mapping

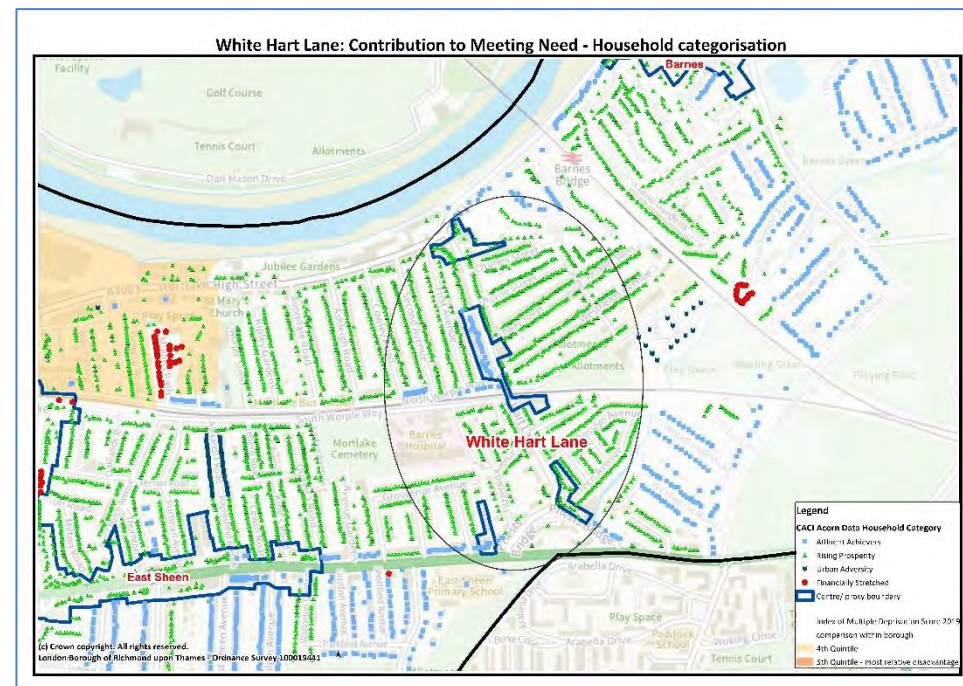
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

- Affluent Achievers
- Comfortable Communities
- ▲ Rising Prosperity
- Urban Adversity
- Financially Stretched

CACI have produced a dataset (ACORN) which categorises households into different typologies. Using Census and other data CACI split postcodes into 6 main categories (further sub-divided) to assist in understanding the types of people living in each area¹⁹.

Households living in the immediate area surrounding White Hart Lane are predominantly categorised as “affluent achievers”. To the far west Mortlake LLSOA¹⁸ is identified as a relatively disadvantaged⁹ area but is at some distance to this centre, with parts of East Sheen district centre being nearer.



Summary:

White Hart Lane is a dispersed linear centre covering 4 areas with blocks of primarily residential use and some office in between. One end of the centre is approximately 500 metres from the other and is divided by the railway line and the need to wait to cross can be divisive. It is a neighbourhood centre with a local role.

In total the four sections comprise 55 commercial units /community uses. There is a Tesco Express in the Broadway section and elsewhere smaller convenience stores, although a fairly limited range in type of shop and the centre has a noticeably smaller proportion of essential shops compared to other neighbourhood centres. There is less convenience provision to the south of the centre at Priests Bridge / Upper Richmond Road West. There are many services available: several hairdressers/barbers and beauty salons, dry cleaners, a clinic, and gym, several restaurants/ cafes and a pub.

Also, there are two Key Business Areas to the immediate north of centre (Tideway Yard and The Old Power Station) which may add to the daytime population.

There is a small area to the east which is identified as being a gap in convenience provision. All the 4 sites have a PTAL of 3 or below.

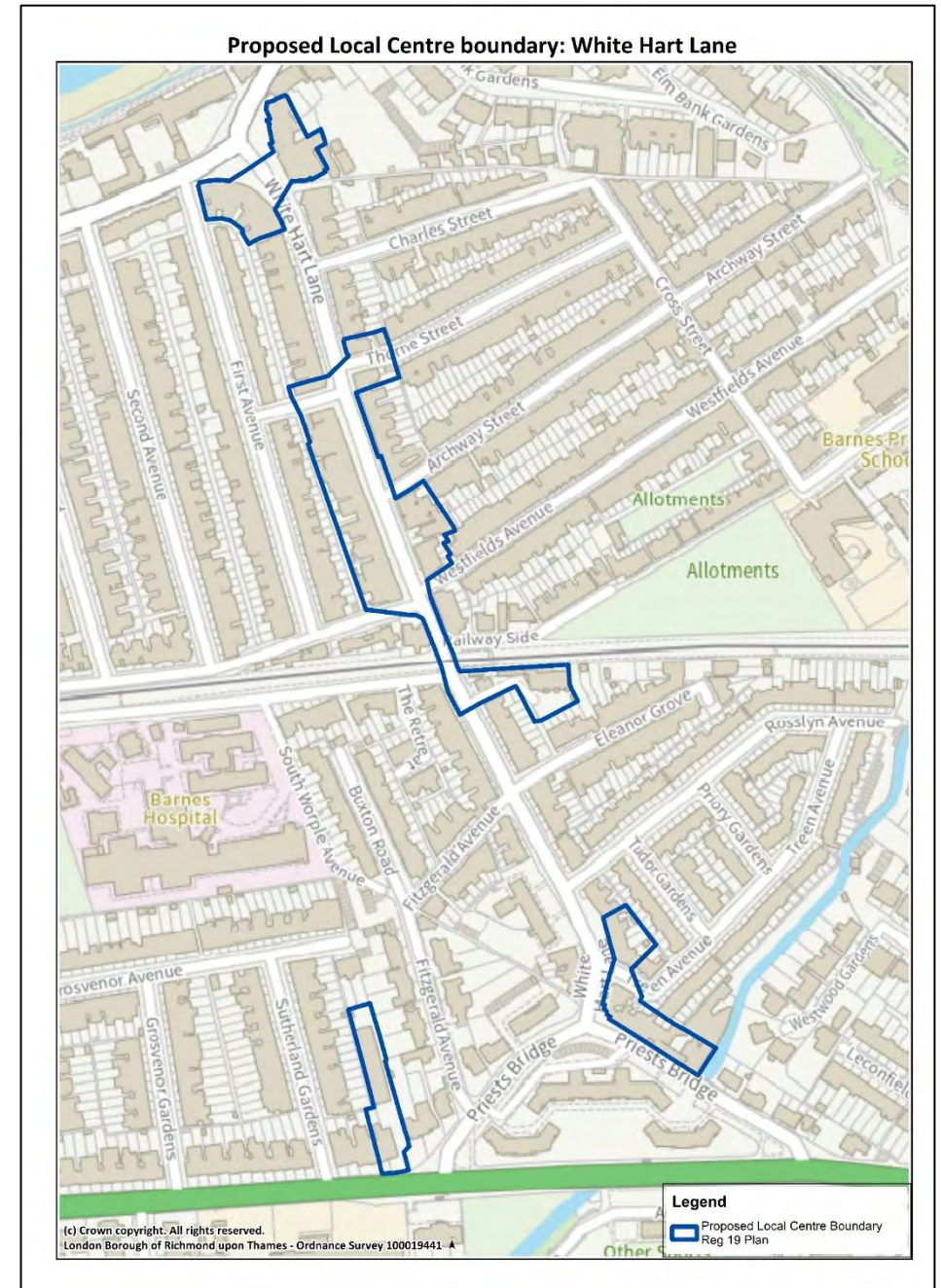
Should the Barnes Hospital site be developed (outline consent for comprehensive redevelopment granted in 2020 including 83 residential units and full application due for determination) there would be additional residents which this centre would serve and whose spending could help to support it.

This dispersed nature of the centre its scale, function and role in meeting need warrants its designation as a neighbourhood centre despite its size in terms of absolute numbers of outlets.

Recommendations:

Hierarchy: No change

Boundary: A local centre boundary is proposed which will facilitate policy implementation and be displayed on the Policies Map. It is shown on the map opposite.



Endnotes

1. Adopted Local Plan https://www.richmond.gov.uk/services/planning/planning_policy/local_plan/local_plan_review
2. [Town centres, retail and leisure - London Borough of Richmond upon Thames](https://www.richmond.gov.uk/media/28086/retail_and_leisure_study_phase_2.pdf) including Richmond upon Thames Retail and Leisure Study Phase 2 2023
https://www.richmond.gov.uk/media/28086/retail_and_leisure_study_phase_2.pdf
3. [Publication Local Plan \(Regulation 19 Plan\) Draft Local Plan - London Borough of Richmond upon Thames](https://www.richmond.gov.uk/media/28085/assessment_of_borough_centres.pdf)
4. SSA, Assessment of Borough Centres in London Borough of Richmond upon Thames 2023
https://www.richmond.gov.uk/media/28085/assessment_of_borough_centres.pdf
5. https://www.richmond.gov.uk/services/planning/conservation_and_urban_design/conservation_areas/article_4_directions/article_4_directions_commercial_to_residential
6. <https://data.london.gov.uk/high-street-data-service/>
7. https://www.javelingroup.com/white_paper/white_paper_download_venuescore_2017/
8. <https://data.london.gov.uk/dataset/public-transport-accessibility-levels>
9. <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>
10. <https://experian.co.uk/business-products/goad>
11. https://www.richmond.gov.uk/council/have_your_say/community_conversation
12. https://www.richmond.gov.uk/services/planning/planning_policy/local_plan/local_plan_evidence/borough-wide_sustainable_urban_development_study
13. https://www.richmond.gov.uk/services/planning/planning_policy/supplementary_planning_documents_and_guidance
14. https://www.richmond.gov.uk/services/planning/planning_policy/local_plan/local_plan_monitoring
15. <https://data.london.gov.uk/high-street-data-service/>
16. SSA monitoring. Vivacity Traffic Sensor counts. Sensors are positioned throughout the borough. When the 'countline' is crossed the sensor detects the type of vehicle/ person. Sensors collect data over 5 minute periods 24 hours/day.
17. The Requirements List publishes potential space requirements for multiple town centre operators. The current (Oct 2022) list of operators who may have space requirements in the town centres in the borough and is shown in Appendix 2. Many of these listed requirements are likely to be generic requirements in London's centres rather than specifically in the borough. Nevertheless, the list does provide a useful guide to the likely nature of demand for premises. Most operators provide a wide size range for potential outlets.
18. LLSOA – Lower Layer Super Output Area – a geographical area designed by ONS to improve reporting of small area statistics in England and Wales. LSOAs have an average population of 1500 people or 650 households.
19. <https://www.caci.co.uk/insights/acorn-explained/>
20. https://www.richmond.gov.uk/media/4321/ldfgaps_in_provision_final_report_distilled.pdf
21. [licensing_policy_january_2022.pdf \(richmond.gov.uk\)](https://www.richmond.gov.uk/media/4321/licensing_policy_january_2022.pdf)
22. [Reported at LBRuT Finance & Resources Committee 15 September 2022](https://www.richmond.gov.uk/media/4321/reported_at_LBRuT_Finance_Resources_Committee_15_September_2022.pdf)
23. [Reported at LBRuT Finance & Resources Committee 28 February 2023.](https://www.richmond.gov.uk/media/4321/reported_at_LBRuT_Finance_Resources_Committee_28_February_2023.pdf)
24. [Agenda for Council on Thursday, 27 April 2023, 7.00 pm - London Borough of Richmond upon Thames](https://www.richmond.gov.uk/media/4321/agenda_for_council_on_thursday_27_april_2023_7.00_pm.pdf)

25. [https://www.richmond.gov.uk/services/planning/conservation and urban design/conservation areas/conservation area study](https://www.richmond.gov.uk/services/planning/conservation%20and%20urban%20design/conservation%20areas/conservation%20area%20study)

Key definitions & abbreviations

Convenience goods: Consumer goods purchased on a regular basis such as food/groceries and cleaning materials.

Comparison goods: Durable goods such as clothing, household goods, furniture, DIY and electrical goods.

Essential shops and services are defined in the Publication Local Plan as the following (including those in multiple uses where a significant proportion of floorspace is selling the relevant goods):

Essential shops are defined as:

- Post Office
- Baker
- Butcher
- Newsagent
- Fishmonger
- Greengrocer
- Off licence
- Chemist
- Supermarket/general store/delicatessen/health food shop

Essential services are:

- Hairdresser & barber and other businesses delivering in-person health and beauty services such as nail salons, beauty and tanning salons.
- Bank/building society (not stand alone ATMs not part of a bank/building society)
- Launderettes and dry cleaners
- Other services which are not usually delivered on-line which require an in-person visit including for example, a funeral director, tailor, shoe repairer, MOT centre, car & tyre servicing.

Food and Beverage sector: Previous uses classes A3 (cafes and restaurants), A4 and A5 food and drink outlets, selling food and drinks consumed away from the home or hot food takeaway food but not food and grocery items including convenience goods.

Local Centre Boundary (LCB): The boundary defining a local centre, neighbourhood centre or Important Local Centre in the borough centre hierarchy.

Primary Shopping Area (PSA): Defined area in the five town centres where retail is concentrated.

Retail services:

- Post Office
- Hairdresser/barber
- Travel and ticket agencies
- Funeral director
- Dry cleaner
- Opticians/optometrists
- Domestic hire shop (hiring out of domestic or personal goods or articles)
- Sandwich shop (sale of sandwiches or other cold food for consumption off the premises)

SSA: Staff Sharing Agreement between the London Boroughs of Richmond upon Thames and Wandsworth.

Town Centre Boundary (TCB): The boundary defining the five town centres in the borough.

Use Class E: The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. Class E is the combined commercial, business and service class which incorporates many town centre uses which were previously in separate classes:

- E(a) Display or retail sale of goods, other than hot food.
- E(b) Sale of food and drink for consumption (mostly) on the premises.
- E(c) Provision of:
 - E(c) (i) Financial services
 - E(c) (ii) Professional services (other than health or medical services) or
 - E(c) (iii) Other appropriate services in a commercial, business or service locality
- E(d) Indoor sport, recreation or fitness (not involving motorised vehicles or firearms or use as a swimming pool or skating rink)
- E (e) Provision of medical or health services (except the use of premises attached to the residence of the consultant or practitioner)
- E (f) Creche, day nursery or day centre (not including a residential use)
- E (g) Uses which can be carried out in a residential area without detriment to its amenity:
 - E (g) (i) Offices to carry out any operational or administrative functions
 - E (g) (ii) Research and development of products and processes
- E (g) (iii) Industrial processes