



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

**Volume 1**  
**Assessment of town centres**

Planning

May 2023

---

# **Volume 1: Assessment of town centres**

**Please note:**

**Assessment of Local Centres included in Volume 2**

**Assessment of Neighbourhood Centres included in Volume 3**

**Assessment of Local Parades included in Volume 4**

**A Summary is published separately.**

## Contents of Volume 1: Assessment of Town Centres

1. Introduction .....	1
2. Background .....	1
Purpose of assessment .....	1
3. Methodology.....	3
Meeting local needs and supporting Living Locally (Policy 1).....	6
4. Key Outcomes .....	12
Table 1: Overview – Town Centres .....	14
Table 2: Overview – Local Centres, neighbourhood centres and parades .....	15
Table 2a: Overview – Local Centres, neighbourhood centres and parades – meeting needs.....	16
5. Assessment of Town Centres .....	17
6.1 Richmond town centre .....	18
6.2 Twickenham town centre .....	37
6.3 Teddington Town Centre .....	56
6.4 East Sheen town centre .....	72
6.5 Whitton town centre .....	89
Endnotes .....	104
Appendix 1: Technical Appendix .....	106
1a Richmond upon Thames Retail and Leisure Study Phases 1 & 2. ....	106
1b Town Centre Land Use Surveys.....	106
1c London High Streets Data Service .....	107
1d Vivacity traffic sensor reporting.....	108
1e GOAD data .....	108
1f CACI ACORN Household categorisation.....	109
1g English Indices of Deprivation.....	109
1h Public Transport Accessibility Levels - PTALs .....	109
Appendix 2: List of Businesses seeking premises in the borough .....	110
2a Listed requirements for Richmond town centre (ft2) .....	110
2b Listed requirements for Twickenham town centre (ft2).....	111
2c Listed requirements for Teddington town centre (ft2) .....	112
2d Listed requirements for East Sheen town centre (ft2).....	112
2e Listed requirements for Whitton town centre (ft2) .....	112
2f Listed requirements for Barnes local centre (ft2).....	112
Appendix 3: Key definitions & abbreviations .....	113

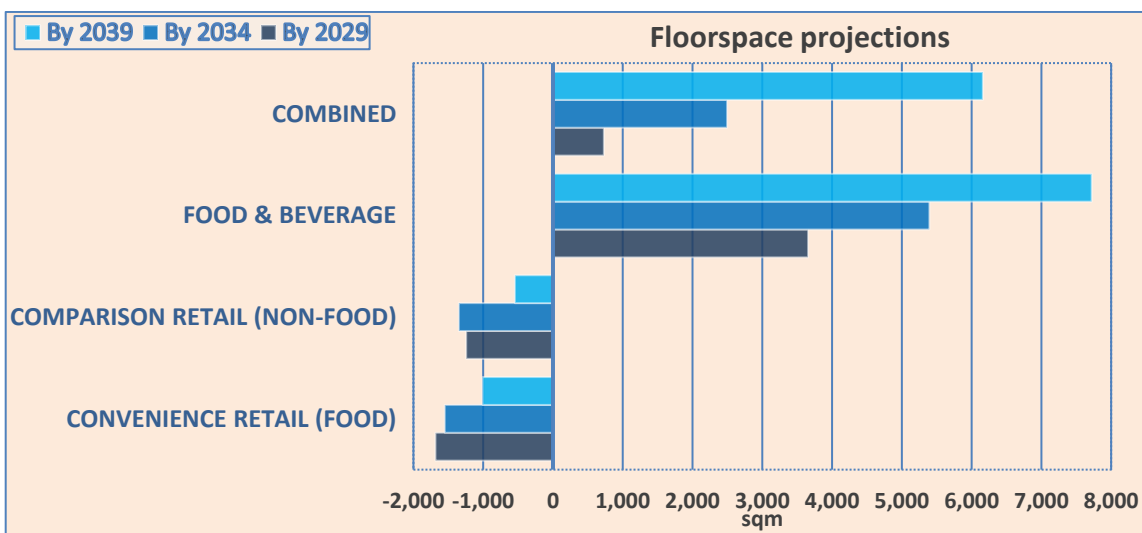
# 1. Introduction

This report is the first of four which assesses the centres and parades in Richmond upon Thames as set out in the adopted Local Plan hierarchy (July 2018 & March 2020)<sup>1</sup>. In short, its purpose is to review the hierarchy, define Primary Shopping Areas (PSAs) and ensure that each centre has an up-to-date boundary. It complements the Richmond upon Thames Retail and Leisure Study Phase 2 (RRLS Phase 2 2023), available on the Council’s evidence base web page<sup>2</sup>, which is another key part of the evidence base for the Publication Local Plan (Regulation 19 Plan)<sup>3</sup>. In addition, there are several other research reports relating to centres and parades and to the wider economy which form part of the evidence base, also available on the Council’s web page<sup>2</sup>.

Volume 1 (this document) provides an assessment of the five town centres in the borough’s centre hierarchy, the background to the research and the methodology used. This volume also contains a Technical Appendix presenting more detail on the data used. A summary document<sup>4</sup> has been published separately.

# 2. Background

For the first time the quantitative exercise of predicting the need for future floorspace requirements has forecast a surplus of retail floorspace in the borough going forward. However, we will need more space for the Food & Beverage sector. Therefore, a strategy of repurposing retail space is needed. There is no need to contract commercial floorspace in centres at this point.



Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

## 2.1 A new policy approach

A new approach is needed which continues to reinforce the vital role of our town and local centres and parades, in providing a focus for local communities to meet, shop, work and spend leisure time. Undoubtedly our centres and parades will continue to experience change resulting from differences in the way we shop. This change has been accelerated by the pandemic and more recently by the cost of living crisis, and by Government’s amendments to use classes which have enabled greater flexibility to change between certain types of commercial, business and service uses.

While we are no longer planning for growth, there is a need to support the repurposing of our high streets. Emerging policies seek to promote our centres as convenient destinations which meet essential needs and support living and working locally. Evidenced by research, this new approach set out in the ‘Publication’ Local Plan, the so-called “Regulation 19” Plan, defines Primary Shopping Areas (replacing designated frontages), supporting the comparison shopping role of the town centres. Boundaries are defined for all centres and parades in the centre hierarchy within which commercial/community uses will be retained where appropriate. There are policies to manage the impacts of development on surroundings and protect shops and services serving essential needs where the planning system allows.

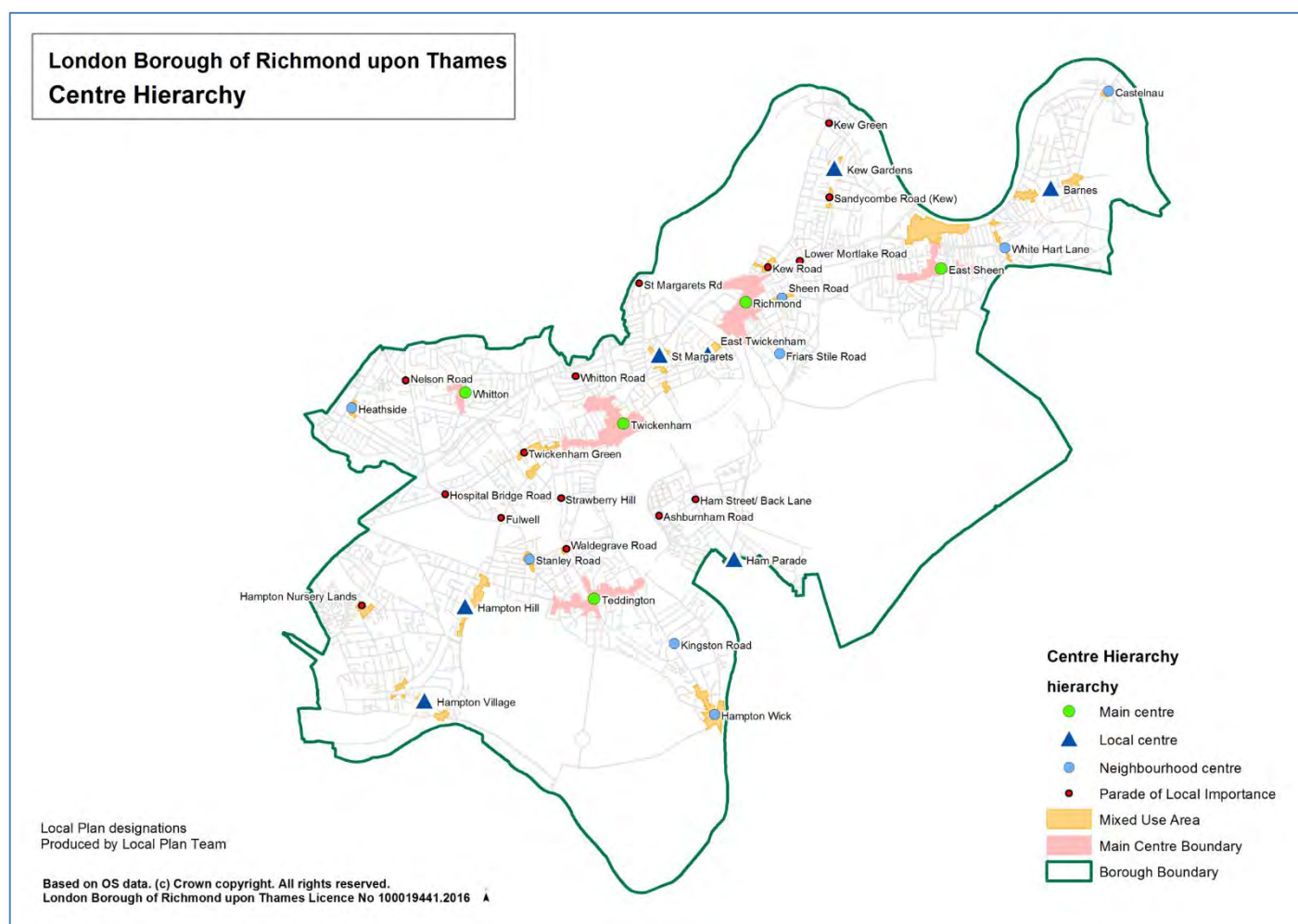
## Purpose of assessment

### 2.2 To review the hierarchy ensuring that centres are categorised in the correct tier.

A hierarchy is required by the National Planning Policy Framework. The adopted Local Plan hierarchy is reviewed to ensure that each centre is properly positioned within it:

- **Town centres** - the Mayor’s town centre network in the [London Plan](#) effectively sets the top tier which in Richmond upon Thames is made up of the five main centres: Richmond, Twickenham, Teddington, East Sheen and Whitton.

- Local centres** - generally the larger of the remaining centres with a good range of shopping provision and services and often with a leisure and cultural offer as well providing a range of places to eat and drink: Barnes (High Street & Church Road), East Twickenham, Hampton Hill, Hampton Village, Ham Parade, Kew Gardens and St Margarets. Some of these centres offer opportunities for recreation and may be significant employment locations.
- Neighbourhood centres** - generally not as large as local centres and with a less wide-ranging role but still important in providing shopping and services: Castelnau, Friars Stile Road, Hampton Wick, Heathside (Powder Mill Lane), Sheen Road, Kingston Road (Teddington), Stanley Road (Teddington) and White Hart Lane (Barnes/Mortlake). Some centres have office and other employment opportunities, such as Hampton Wick. Others are important to meeting need by providing top-up shopping to communities which are less accessible by public transport such as Friars Stile Road.
- Local Parades** - the smallest of the centres in the hierarchy with a local focus providing vital top-up shopping facilities and potentially other services generally on a smaller scale: Ashburnham Road, Fulwell, Ham Street/Back Lane, Hampton Nursery Lands, Hospital Bridge Road, Kew Green, Kew Road, Lower Mortlake Road, Nelson Road (Whitton), St Margarets Road (parade to the north of A316), Sandycombe Road (Kew), Strawberry Hill, Twickenham Green, Waldegrave Road and Whitton Road.



Source: SSA Mapping

**2.3 To support the definition of Primary Shopping Areas (PSAs) in the five town centres.**

Defining a PSA is a requirement of the NPPF and aims to maintain the vitality and viability of the larger centres including supporting their comparison shopping role.

**2.4 To ensure there is an up-to-date boundary for each centre in the hierarchy, so that the new policy approach can be applied.**

Boundaries are based on the adopted Local Plan main centre boundary or Area of Mixed Use (AMU) boundary where they exist. In a small number of cases a new boundary has been drawn. The boundaries take into account the Modified Article 4 Direction boundaries (restricting permitted development right allowing change of use from Class E to residential) as modified by the Secretary of State<sup>5</sup>.

The RRLS Phase 2 Report 2023<sup>2</sup> concludes that there is no need for significant expansion or contraction of boundaries. Therefore the rationale for revision is to update them to reflect current land use patterns and proposed placemaking strategies, drawing the boundary as tightly as possible around the commercial extent of the centre, and also considering the location of social infrastructure.

It is intended that the smaller centres will each have a “Local Centre Boundary” which will replace the Area of Mixed Use boundary (AMU) where it exists. A small number of centres and parades did not have an adopted AMU boundary and where this was the case a proposed boundary has been drawn in order to apply new policy. In both cases, the rationale is as above.

### 3. Methodology

Each of the centres has been systematically assessed using a set of criteria and a range of the latest available data. The assessment uses mapped data and other data sources such as that provided by the High Streets Data Service<sup>6</sup> and national benchmarking<sup>7</sup> where available. It draws on the RRLS Phase 2 2023<sup>2</sup>, including the quantitative assessment, although it is not intended to replicate the detailed centre audits included within, but update and supplement where possible.

Reviewing the centre hierarchy is not simply a question of a centre’s size in terms of total numbers of units. It takes account of several factors including scale, function, role and diversity of use and assesses a centre’s contribution to meeting need in terms of provision of shopping and services. It also considers whether the centre is meeting a special need, serving areas which are located in a gap in provision (research updated by the Council in 2022) and/or are less accessible by public transport (mapping PTALs October 2022<sup>8</sup>) and/or are areas which are relatively disadvantaged according to the Index of Multiple Deprivation 2019<sup>9</sup>. It is important to consider whether these variables overlap – where a combination of these factors which could have a cumulative impact, making a centre even more important in terms of meeting need and therefore retention of facilities and capacity needs consideration.

It also considers the policy context and the other relevant strategies as well as feedback from consultations on aspirations for and views of centres. The location of major housing commitments was also taken into account.

Therefore, centres and boundaries were considered in relation to these factors in combination.

In defining the PSA, the location of retail in the town centres has been mapped and categorised to show where comparison shopping, convenience shopping and shopping considered to be essential to meet local top-up needs are located to support the careful designation of boundaries. For some centres GOAD<sup>10</sup> floorspace data have been used.

### 3.1 Assessment Criteria

The criteria for assessing centres and parades is set out below:

#### Assessment criteria – town centres:

- **Policy context** - position in the London Plan town centre network where relevant & policy classification. What is the vision for the centre in terms of the Publication Plan (Regulation 19 Plan) and other plans and strategies including those prepared by partners?
- **Customer views & experience** – listening to the community. Responses from the Community Conversation 2021<sup>11</sup> and results of the Household Telephone Survey produced as part of the Lichfields' RRLS Phase 2 Report<sup>2</sup> and from the Urban Design Study 2023<sup>12</sup>.
- **Size of centre** (in terms of units & floorspace) GOAD comparisons are used where available<sup>10</sup>.
- **Composition** (land use make-up of each centre), role & function using available data sources including 2022 Town Centre Land Use data<sup>14</sup>, GOAD data, non-domestic rates data and Basic Land & Property Unit (BLPU) land classification data<sup>13</sup>. 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.
- **Buoyancy** – how buoyant is the centre? Is it struggling or thriving? The RRLS Phase 2 2023 includes a full audit of the 5 main centres which is not reproduced here. Factors considered:
  - Vacancy rates (2022 Town Centre Land Use Data<sup>14</sup>, GOAD<sup>10</sup> Category reports 2022)
  - Resilience to pandemic - GLA classification of centres across London based on their spending signature as part of High Streets Data Service<sup>6</sup>. The GLA include 17 areas in the borough as part of this exercise.
  - Spend data<sup>15</sup>
  - Pedestrian / traffic flow<sup>16</sup>
  - Benchmarking<sup>7</sup>
  - Strengths and weaknesses as identified in the RRLS Phase 2 2023<sup>2</sup>
- **Capacity** Is it an area where a surplus or modest demand for retail or other land uses is forecast? Capacity has been taken into account in relation to the findings of the RRLS Phase 2 2023<sup>2</sup> which identifies the expected amount and location of need for the retail and the Food & Beverage sectors going forward. For the larger centres, what retailer requirements<sup>17</sup> are there? Site Allocations and the modified Article 4 Direction restricting change of use from Class E to residential have been mapped<sup>5</sup>. This will have a bearing on the future role of the centre and the ability to retain commercial and community uses.
- Will it serve an area where **population increase** is expected or potentially will occur through Site Allocations? Site Allocations (Publication Plan) have been assessed to identify which may lead to a large increase in population. Housing completions/commitments of 50 or more 2017- 2022 have been mapped.
- Environment – assessed as part of the RRLS Phase 2 2023<sup>2</sup>.
- Is it serving a community deficient in local shopping/services and/or reliant on one convenience store? Data on stores/shops have been mapped from various sources including within and beyond the borough boundary to allow residential areas more than 400 metres from convenience provision to be identified.
- Is it serving a community with low **public transport accessibility**<sup>8</sup> where residents may be more dependent on available provision? Linked to this, is it an area where there is a natural or topographical barrier to accessing facilities? The River Thames is a unique and valued feature of the borough. However, it truncates Barnes, Ham and Kew from the wider borough. Equally, the much valued Royal Parks and other open space comprise a very significant proportion of the borough which impacts on ease of movement in some areas. A PTAL rating of between 0 and 2 is considered to equate to low public transport accessibility for this exercise.
- Is it serving a community which is **relatively disadvantaged** in the borough? The Index of Multiple Deprivation 2019 has been mapped<sup>9</sup>. An area is considered to be relatively disadvantaged for the purposes of this study if the Lower Layer Super Output Area (LLSOA)<sup>18</sup> is within the fourth or fifth quintile (lowest score). The following are also taken account of:
  - the CACI Acorn data<sup>19</sup> which categorises households into social types which have also been mapped.
  - the location of social housing.

**There is often overlap between these variables.**

## Assessment criteria – local centres and parades:

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 2021<sup>11</sup> and results of the Household Telephone Survey produced as part of the Lichfields' RRLS Phase 2 Report<sup>2</sup> and from the Urban Design Study 2023<sup>12</sup>.
- **Size of centre** (in terms of units) using the Council's (Staff Sharing Agreement - SSA) 2022 Centre Land Use Data<sup>14</sup>.
- **Composition** (land use make-up of each centre), role & function using available data sources including 2022 Centre Land Use data<sup>14</sup>, non-domestic rates data and Basic Land & Property Unit (BLPU) land classification data<sup>13</sup>. 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)<sup>14</sup>. 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/Post Office:
  - 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, chiroprapist, veterinary surgeon, wellbeing centre
  - iii. Entertainment – food offer: Pub/wine bar, restaurant, takeaway, ice cream shop, craft café
  - i. 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**<sup>8</sup> 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 2019<sup>9</sup>)



## Meeting local needs and supporting Living Locally (Policy 1)

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

A key theme in the Publication Local Plan (Regulation 19 Plan) is the 20-minute neighbourhood concept which is “the idea that our places should be complete, compact and connected neighbourhoods where most things you need for shopping or visiting are an easy walk or cycle away. For many, the pandemic has highlighted the benefits of living locally and having facilities locally; it responds to the challenges of climate change, health, affordability and liveability. The 20-minute neighbourhood concept enables the borough’s communities to ‘live locally’, a concept which is at the heart of this Local Plan. This concept takes a holistic approach and focuses on ease of travel, walkability and access to public services, and in light of the pandemic, it takes into account changing high streets, workplaces, cultural activities and social connections.”

Please note. There are some concerns being expressed that this concept, along with traffic measures, would restrict journeys. Any such restrictions are beyond the remit of the Local Plan and are not what the policy seeks to do. It is merely seeking to bring about a pattern of development that makes it an easy choice to ‘live locally’ and aims to improve, not restrict, accessibility and mobility.

Borough centres are valued for several reasons, but their convenience and the range of shops and services which provide top-up shopping opportunities<sup>3</sup> and local facilities are often cited by the community as important. Some services cannot be delivered on-line such as a trip to the hairdresser, visits to health facilities and of course meeting others socially. It is vital to facilitating the 20-minute neighbourhood concept that these shops and services remain available.

This exercise has updated earlier research<sup>20</sup> undertaken by the Council which sought to identify gaps in convenience provision i.e. residential communities living more than 400 metres from food shopping. This is essentially a GIS-mapping exercise. Shops selling a reasonable range of food<sup>b</sup> were mapped across the borough and categorised using a range of data, including the borough’s Town Centre Land Use Survey data<sup>14</sup> and other sources to capture facilities outside of borough centres, and indeed outside the borough boundary but likely to be serving borough residents. 400 metre buffers were then drawn around the convenience provision, which were further refined to exclude non-residential areas such as open spaces. Consequently, it is possible to identify centres which are serving areas considered to be more than reasonable walking distance. The role of such centres is therefore very important.

In addition, sites with major housing commitments or sites where significant housing is expected through a Site Allocation, were also considered. Such centres could be important in terms of future need.

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

The 2019 English Indices of Deprivation set includes an Index of Multiple Deprivation (IMD)<sup>9</sup>. This is the official measure of relative deprivation for small areas in England. It ranks every small area (LLSOA)<sup>18</sup> in England from 1 (most deprived area) to 32,844 (least deprived area). It combines information from seven domains to produce this overall relative measure. A score based on the rank has been mapped for areas within the borough and therefore we can deduce which areas are relatively disadvantaged. Those living in these areas may be more dependent on local facilities due to lack of transport and may have fewer resources.

To provide a context for the above, the ACORN household categorisation dataset<sup>19</sup> has also been mapped. CACI have produced a dataset 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 area<sup>a</sup>. See Technical Appendix for more detail.

- Affluent achievers - These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.
- Rising prosperity - These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.
- Comfortable communities – This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.
- Financially Stretched – This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.
- Urban Adversity – This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.
- Not in private household

<sup>a</sup> It is acknowledged that it is possible to obtain top-up shopping via internet services through specialist retailers such as Getir & Beelivery who can deliver groceries in 10-15 minutes, and indeed the larger food retailers are also meeting this requirement through options such as Tesco Whoosh and Sainsburys ChopChop. However, these services are usually provided at a price premium. It is considered that they would not be an option for all and would not replace the need for local facilities.

<sup>b</sup> Researchers undertaking the fieldwork identified outlets which sold a range of food more than a newsagent might offer.

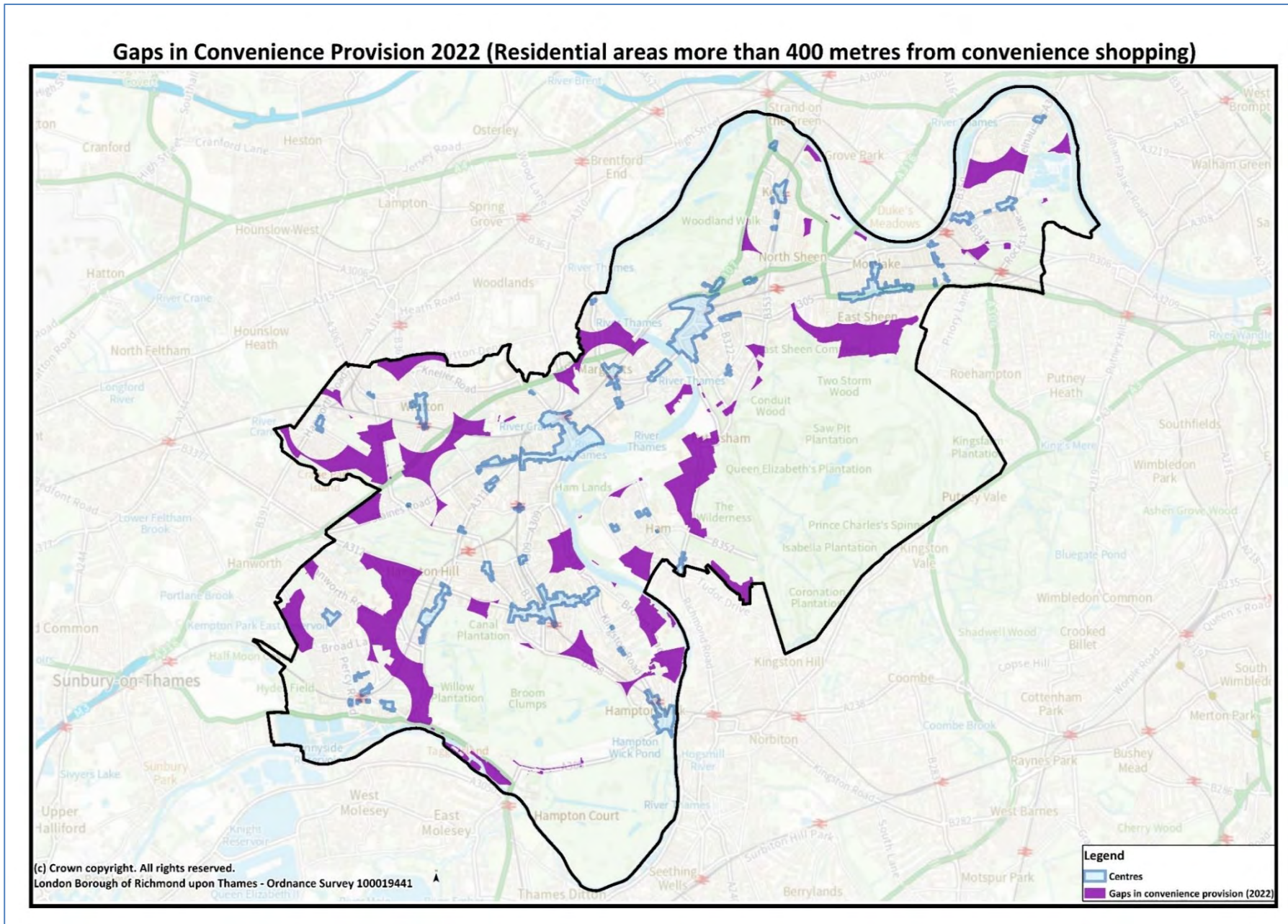
### 3.4 Centres meeting the needs of those living in areas which lower public transport accessibility

Public transport accessibility is also an important consideration in terms of ability to access alternative provision and potential dependence on provision and facilities which are available locally. Transport for London produce a PTAL rating system which ranks area in terms of public transport accessibility. PTALs (October 2022)<sup>8</sup> have also been mapped for the borough.

PTAL: Public Transport Access Level is a measure of access to the public transport network. For any given point in London, PTALs combine walk times from a chosen point to the network (stations and bus stops, for example) together with service frequency data at these locations. This provides an overall access index which can be allocated to nine accessibility levels between 0 and 6b, 0 being the least accessible and 6a being the most accessible in this borough.

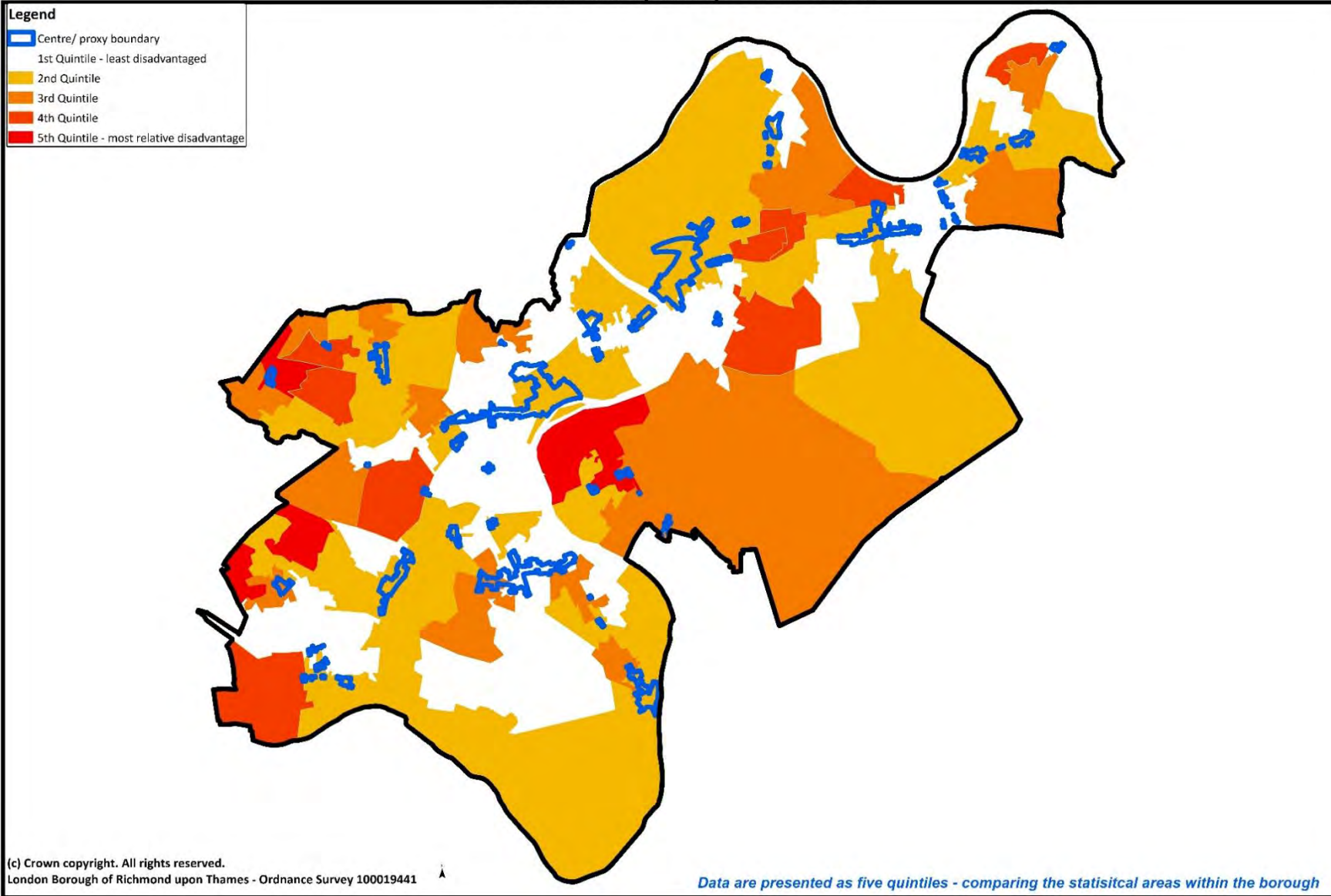
Each of the variables described above have been mapped and are presented in the following series of maps.

Map of centres meeting the needs of those living more than 400 metres from convenience provision



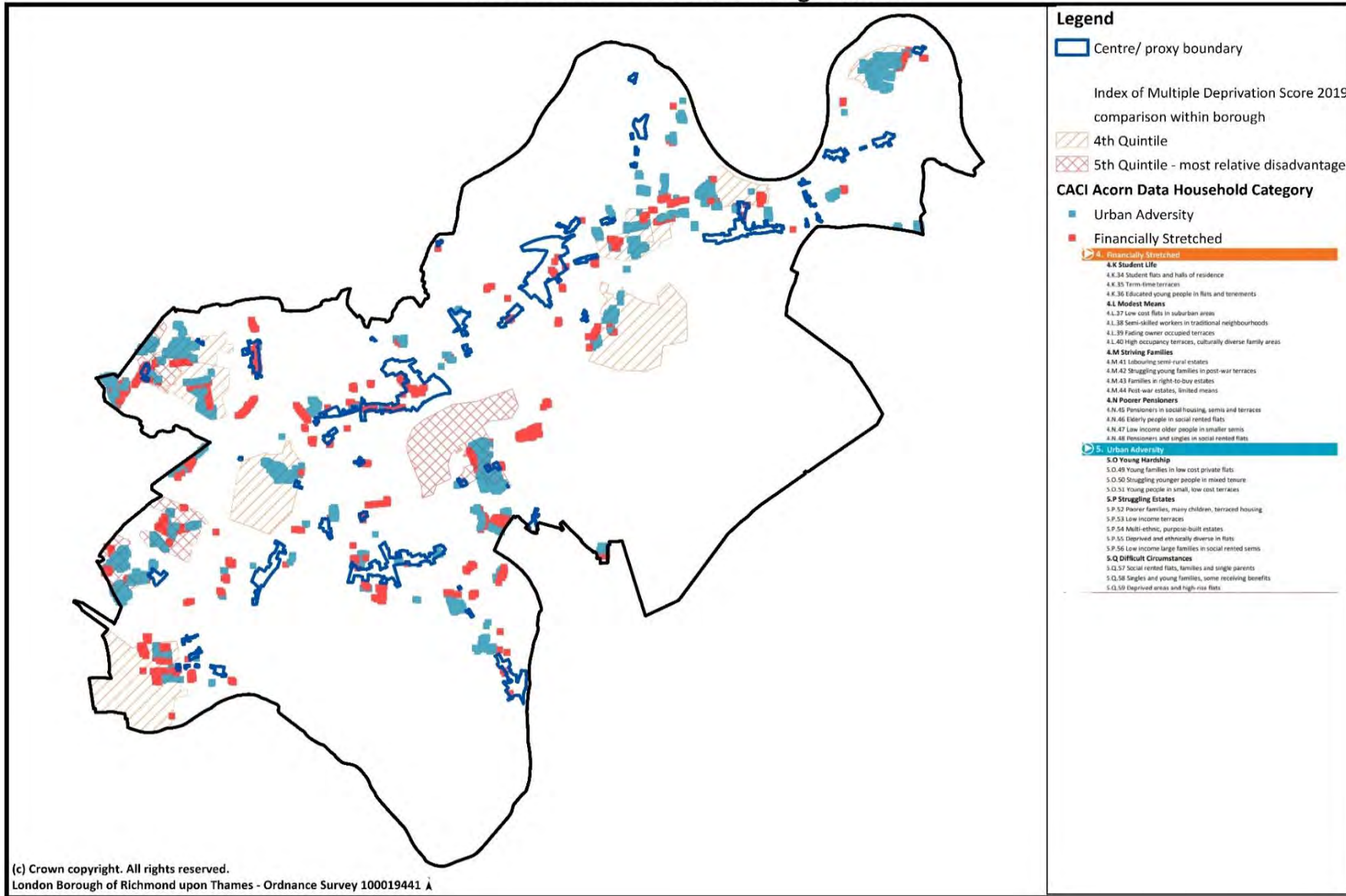
Map of centres meeting the needs of those living in areas which are relatively disadvantaged

Index of Multiple Deprivation 2019



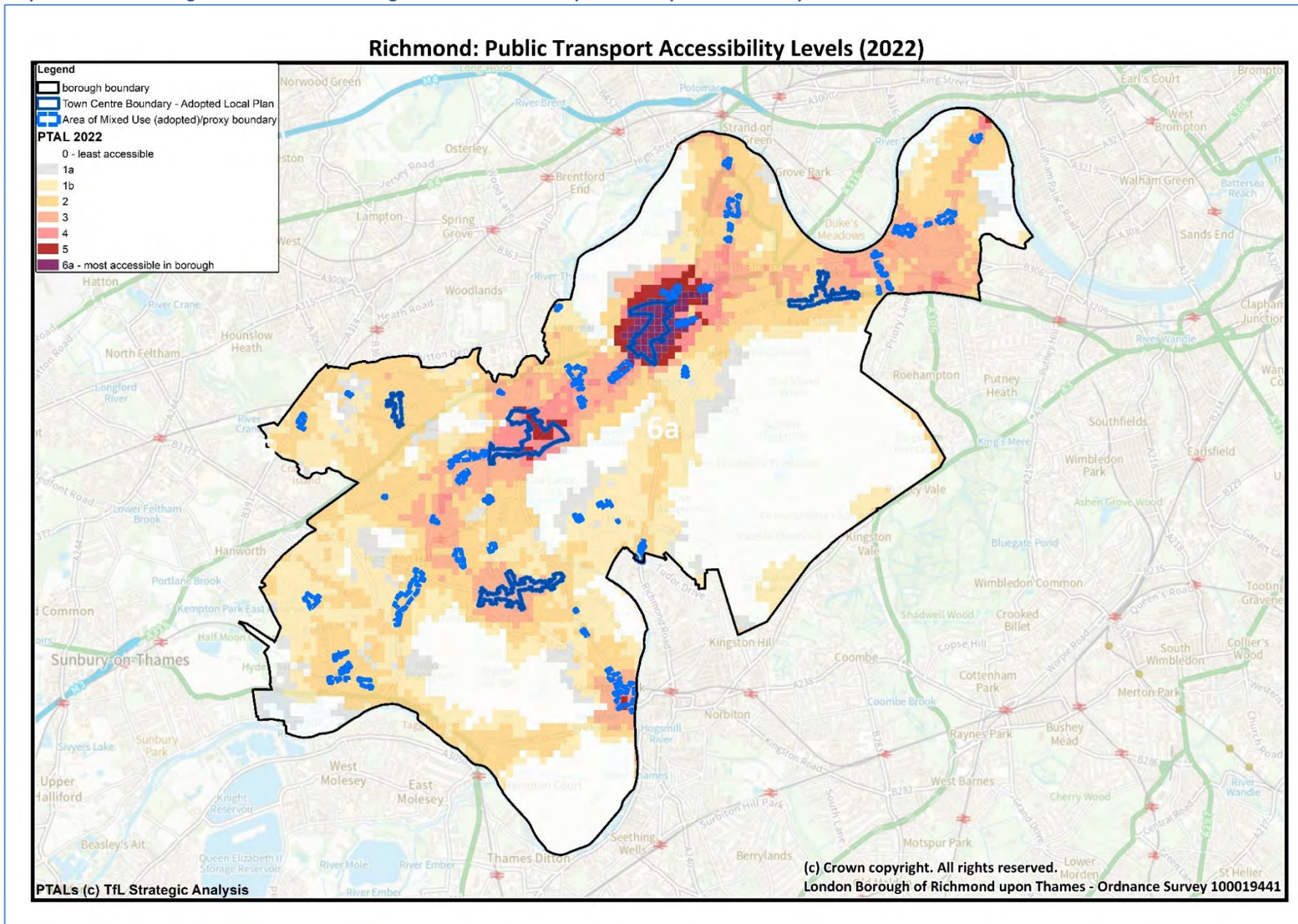
Map of ACORN Household Categorisation

CACI ACORN - Household categorisation



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

Map of centres meeting the needs of those living in areas which lower public transport accessibility



Source: SSA GIS mapping

## 4. Key Outcomes

- The **hierarchy** remains appropriate with only one change. Twickenham Green is promoted to a neighbourhood centre, particularly as convenience provision has improved since the hierarchy was last reviewed.
  - The five town centres are part of Mayor’s Town Centre Network included in the [London Plan](#). Richmond is a major centre and Twickenham, Teddington, East Sheen and Whitton are classified as district centres within this network.
  - The local centres are generally the larger of the borough centres not in the Mayor’s network. Ham Parade is the smallest in terms of absolute numbers but along with nearby local parades is critically important in meeting need.
  - White Hart Lane and Hampton Wick are the largest of the neighbourhood centres. White Hart Lane is a centre split between four areas and has a relatively limited convenience offer, range and function. Hampton Wick, located close to Kingston metropolitan centre, also has a limited convenience offer. It has some specialist shops (particularly the sports retail sector) and significant employment so despite their size these two centres are more appropriately categorised as neighbourhood centres. Castelnau, Kingston Road & Friars Stile Road are critical in providing for local communities and warrant their place in the hierarchy as neighbourhood centres.
  - Important Local Parades range in size but each has a significant role to fulfil in providing top-up shopping. For example the parades in Ham and at Castelnau which serve communities where there is a gap in provision, which are relatively disadvantaged in a borough context and also serving those who live in an area amongst the least accessible by public transport, being located in a bend in the River Thames.
  - Castelnau, Hospital Bridge Road, Hampton Nursery Lands, Hampton Village, Heathside, St Margarets Road (albeit that there is provision in Hounslow) are centres with a discreet 400 metre buffer i.e. there are no other convenience shopping facilities within reasonable walking distance.
- **Primary Shopping Areas (PSAs)** are proposed for the five town centres to support their vitality and in particular to facilitate comparison shopping. Although the evidence suggests that less retail floorspace is needed retail, particularly that which meets essential needs, helps to support “living locally” (Policy 1 in the Regulation Local Plan<sup>3</sup>). Town centres in the borough also have an important comparison shopping role which should be supported to provide for residents’ needs and to assist in retaining expenditure within the borough. Albeit it that it is acknowledged that shopping patterns do not align with local authority boundaries and leakage of expenditure occurs, notably to Kingston.

The PSA boundaries are related to the [Article 4 Direction](#)<sup>5</sup> boundaries referred to above. It is recognised that these boundaries should not extend to cover the whole of the town centre but include areas where concentrations of retail exist.

- **Boundaries**  
The proposed policy approach set out in the Publication Local Plan (Regulation 19) version of the emerging Local Plan moves away from designated shopping frontages and instead policy allows more flexibility for change of use within a defined Town Centre Boundary (for the 5 town centres) or Local Centre Boundary (for the remaining centres and parades). The [RRLS Phase 2 2023](#)<sup>2</sup> indicates that the adopted plan boundaries need not be substantially altered. Therefore the approach has been to update them using the latest land use data, drawing the boundary tightly around active uses, taking into account proposed Site Allocations and areas of expected population growth as described in the methodology section of this report. Each centre or parade requires a boundary to apply policy.

Adopted Local Plan	Publication Local Plan (Regulation 19)
Main Centre boundaries	All five centre boundaries updated and renamed 'Town Centre Boundaries'.
Mixed Use Area boundaries	<p>Each centre below the town centre level in the hierarchy has a Local Centre Boundary designated.</p> <p>Where an existing AMU existed this has been updated and renamed as a 'Local Centre Boundary'.</p> <p>Note – For Hampton Village, a more inclusive boundary has been drawn joining together dispersed AMUs, an approach more consistent with other centres.</p>
Centres with no AMU boundary in the adopted Plan	<p>A boundary is proposed for the following centres, where previously none existed:</p> <ul style="list-style-type: none"> <li>• Ashburnham Road</li> <li>• Ham Street/ Back Lane</li> <li>• Friars Stile Road</li> <li>• Fulwell</li> <li>• Ham Parade</li> <li>• Hospital Bridge Road</li> <li>• Kew Green</li> <li>• Kingston Road</li> <li>• Lower Mortlake Road</li> <li>• Nelson Road</li> <li>• parts of Hampton Village</li> <li>• Priests Bridge (part of White Hart Lane)</li> <li>• Sandycombe Road (part of)</li> <li>• St Margarets Road</li> <li>• Strawberry Hill</li> <li>• Whitton Road, Twickenham</li> </ul>



**Table 1: Overview – Town Centres**

Centre	Total units <sup>1</sup>	Number convenience outlets <sup>4</sup>	Number Durable/ non-food outlets <sup>5</sup>	Number multiples <sup>6</sup>	Floorspace sqm <sup>7</sup>	Number vacant units <sup>8</sup>	Vacancy rate <sup>9</sup>	Floorspace Requirement in sqm (gross) <sup>10</sup>				PTAL <sup>11</sup>	London Plan classification	Particularly important in meeting local need <sup>12</sup>
								Convenience	Comparison	Food/ Beverage	Total			
Richmond	360	27	105	121	44,300	30	8.3%					6a	Major	
								-100	-100	1,950	1,750			
Twickenham	300	40	55	72	23,000	21	7%					2-5	District	
								-800	-900	800	-900			
Teddington	192	21	45	43	17,000	17	8.8%					2-3	District	yes
								-250	-450	800	100			
East Sheen	279	31	74	47	23,000	26	9%					2-4	District	yes
								50	150	1,100	1,300			
Whitton	132	24	25	29	7,600	6	4.4%					2	District	yes
								-100	-100	100	-100			

## Notes to Table:

1 – Source: SSA Town Centre Land Use Survey 2022. Figures exclude residential.

2 – Source: SSA Town Centre Land Use Survey 2022. Centre includes at least one of the following: Baker, Butcher, Fishmonger, Greengrocer, Newsagent, Off licence, Chemist, Post Office, Convenience store/grocer/supermarket

3 – Source: SSA Town Centre Land Use Survey 2022. Centre includes at least one of the following: Community Hall, Library, Hair/Barber/Beauty Salon, GP/health centre, dentist/optician/other health provider, launderette/drycleaner, café/restaurant/pub/bar, takeaway.

4 – Source: GOAD category reports, Richmond & Twickenham – 2022. Elsewhere, 2022 TCLUS data

5 – Source: SSA Town Centre Land Use Survey 2022.

6 – LDC, Jan 2023. Figures include all multiples including retail, restaurant etc

7 – GLA 2017 London Town Centres Health Check data, Note data relate to smaller Goad Plan area rather than Local Plan designated centre boundaries and will underestimate total floorspace.

8 – Source: SSA Town Centre Land Use Survey 2022.

9 – Source: SSA Town Centre Land Use Survey 2022.

10 – Lichfields, Richmond upon Thames Retail and Leisure Study 2023

11 - TfL Oct 2022 PTALs (Interim)

12 – SSA GIS mapping exercise

**Table 2: Overview – Local Centres, neighbourhood centres and parades**

Centre	Total units <sup>1</sup>	Number convenience outlets <sup>2</sup>	Number vacant units <sup>3</sup>	Vacancy rate <sup>4</sup>	Serving area		
					where gap in provision	relatively disadvantaged	with low public transport accessibility
Barnes	123	24	11	8.7	yes	partly (North Barnes)	yes, partly – area to north in PTAL 2
Hampton Hill	110	12	13	10.0	yes - substantial area particularly to west	Not significant	Yes
Hampton Village	80	15	7	8.5	Yes - to north and east	yes	Yes
East Twickenham	75	6	10	13.3	yes, limited	no	no
St Margarets	67	13	3	4.4	yes, particularly to the north	no	limited
Kew Gardens	48	12	4	8.3	Partially, limited	no	Serve some limited areas with PTAL<2)
Ham Parade	41	10	3	7.0	yes	yes	yes, centre and immediate area PTAL of 2
White Hart Lane	55	8	4	6.3	Limited	Limited. Mortlake LSOA in 5th quintile to	no. Centre mostly in PTAL 3
Hampton Wick	50	2	6	9.5	yes, residents to north of 400m buffer could use Hampton Wick	no	no
Sheen Road	40	6	5	11.4	no	yes (North Sheen/Mortlake)	no
Stanley Road	40	4	3	6.5	partly, although Teddington & Hampton Hill would also serve the area	no	Partly, to east
Heathside	34	8	4	11.8	yes	yes - 2 LSOAs in the most relatively disadvantaged quintile.	yes, centre is largely within PTALs 1b & 2, but serves a wider area including with lowest possible rating.
Castelnau	25	6	5	20.0	yes	yes (North Barnes)	yes
Kingston Road	21	6	3	4.8	yes	no (serving a social mix)	yes
Friars Stile Road	20	5	0	0.0	yes	yes (Sheen to the east & southeast)	yes (bounded by Richmond Park to east)
Twickenham Green	39	6	4	9.1	limited	No	No (may serve some limited areas with PTAL<2)
Sandycombe Road	37	6	3	7.9	partly	No	no
Kew Road	34	4	3	8.6	no	No	no
Lower Mortlake Road	21	3	3	13.6	Limited role	Partly	no
Ham Street/Back Lane	18	4	4	22.2	yes	Yes	yes
Kew Green	18	2	1	5.3	partly, limited role	no	No – may serve communities with PTAL of 2
Waldegrave Road	15	2	2	13.3	yes, along with Teddington district centre	no	largely, most areas served in buffer have a PTAL rating of 1a, 1b or 2
Strawberry Hill	14	4	0	0.0	no	No (limited)	Yes, has BR station but some areas in 400m buffer have a 1a PTAL.
Fulwell	11	2	2	16.7	very small area to the northwest could also be served by Hospital Bridge Rd	yes, LSOA in 4th quintile	Buffer includes areas with PTAL rating <2 or above
Nelson Road	11	2	1	9.1	yes, along with other centres	yes	yes
Whitton Road	11	5	0	0.0	Limited role	Limited role	Yes - to southwest
St Margarets Road	9	2	2	14.3	Yes	yes - Isleworth residents	yes - residents within the borough mostly in PTAL 2
Ashburnham Road	8	5	1	12.5	Yes	yes	yes - Serving residents located in PTAL 0, 1a & 1b - least accessible.
Hampton Nursery Lands	8	3	1	9.1	yes, areas to west & east	yes, LSOA in 5th (most disadvantaged) quintile	yes, areas it serves includes those with a PTAL rating of 1a (small amount), 1b & 2
Hospital Bridge Road	5	3	0	0.0	on almost all sides	yes, LSOA in 4th quintile	Buffer includes areas with PTAL rating 2 or above

Notes to Table : 1 – 4 Source: SSA Town Centre Land Use Survey 2022. Figures exclude residential, 5 – 7 SSA GIS mapping exercise.

**Table 2a: Overview – Local Centres, neighbourhood centres and parades – meeting needs**

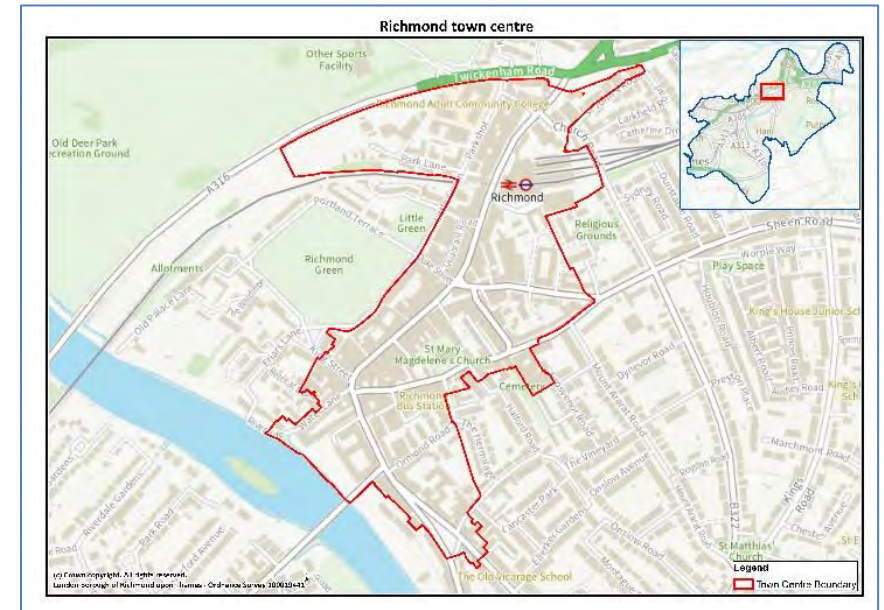
Centre	Serving area where gap in provision, relatively disadvantaged and with low public transport accessibility.
Hampton Nursery Lands	Clearly serving residents which are relatively disadvantaged, where there is poor public transport accessibility and is serving communities living in an identified gap in provision.
Ham centres: Ham Parade, Ham Street/Back Lane, Ashburnham Road	Clearly serving residents which are relatively disadvantaged, where there is poor public transport accessibility and is serving communities living in an identified gap in provision.
Heathside	Clearly serving residents which are relatively disadvantaged, where there is poor public transport accessibility and is serving communities living in an identified gap in provision.
Castelnau	Clearly serving residents which are relatively disadvantaged, where there is poor public transport accessibility and is serving communities living in an identified gap in provision.
Hampton Village	Clearly serving residents which are relatively disadvantaged, where there is poor public transport accessibility and is serving communities living in an identified gap in provision.
Hospital Bridge Road	Clearly serving residents which are relatively disadvantaged, where there is poor public transport accessibility and is serving communities living in an identified gap in provision.
Friars Stile Road	Clearly serving some residents which are relatively disadvantaged (to the east), where there is poor public transport accessibility and is serving communities living in an identified gap in provision. The catchment is also bounded by Richmond Park to the east
Nelson Road	Clearly serving residents which are relatively disadvantaged, where there is poor public transport accessibility and is serving communities living in an identified gap in provision.
St Margarets Road	Partly serving residents which are relatively disadvantaged (Isleworth), where there is poor public transport accessibility and is serving communities living in an identified gap in provision.
Waldegrave Road	Not serving a disadvantaged area but is serving a gap in provision and an area with poor public transport accessibility.
Fulwell	Contributing to serving a small gap in provision to the northwest, partly serves an area to the west which is relatively disadvantaged and part of area it serves has low public transport accessibility.
Barnes	Contributing to serving a gap in provision, partly serves an area to the north which is relatively disadvantaged and part of area it serves has low public transport accessibility.
Kingston Road	Important for serving gap in provision and areas or poor public transport accessibility

# 5. Assessment of Town Centres

## 6.1 Richmond town centre

**Overview:** Richmond is the principal centre in the borough with a subregional shopping role and significant cultural and leisure offer. It benefits from a unique historic environment and is famous for its position on the River Thames. It hosts an array of cafes, restaurants, bars, pubs and cultural activities, including the Richmond Theatre, the Orange Tree Theatre, and the Curzon Cinema. It has a significant comparison shopping role and numerous multiple retailers, particularly in busy George Street where pedestrian flows are at their highest. Elsewhere, such as in the Lanes around Richmond Green, independent shopping is significant and thriving and is essential to Richmond's retail offer, in particular, to developing its niche appeal differentiating it from other centres including the nearby Kingston which is a much larger retail centre drawing significant expenditure away from the borough.

**Policy & Designations:** Richmond is defined as a major centre in the Mayor's town centre network and is considered a town centre with strong commercial growth potential. The area's night-time economy is classified as NT2 of regional or sub-regional significance. In terms of the Mayor's office guidelines, forming part of the Town Centre Network in the [London Plan](#), Richmond is categorised as A/B – speculative office potential/mixed use office potential – indicating that there is capacity, demand and viability for both speculative office development & office as part of a mixed use scheme.



**Adopted plan:** Richmond is classified as a main centre in the adopted Local Plan centre hierarchy and is defined by a main centre boundary. Extensive key and designated shopping frontage. Site Allocation of greatest relevance is SA 19 Richmond Station. Key Office Area (KOA).

**Regulation 18 Local Plan:** As adopted. (SA 24)

**Publication Local Plan (Reg 19):** Town Centre & Primary Shopping Area boundaries, SA 25 – Richmond Station, SA 26 – Former House of Fraser

**Local Plan Area Strategies (Publication Plan)**

**Vision** – The aim is that Richmond Town Centre will continue to be a thriving major centre with a diverse mix of retail, employment, service, leisure and arts uses. Though encouraged, the growth of the evening economy will be carefully managed to ensure the amenity of residents is maintained.

**Policy – Future development in this place is expected, where relevant, to:**

- 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.
- Encourage the provision of office floorspace and new flexible workspaces within the town centre and intensification of existing employment sites to provide for jobs and support local businesses.
- Facilitate the temporary reuse of vacant units to help diversify the town centre offer and activate underutilised frontage.



George Street

- Enhance the public realm through creating high quality spaces in the town centre; reinforcing a retail circuit by upgrading Eton Street and Red Lion Street; creating a new destination hub at Whittaker Avenue Square; enhancing the triangle of land between Hill Rise, Petersham Road and Compass Hill as publicly accessible green space; enhancing Richmond Hill gateway; improving wayfinding and the sense of arrival at Richmond Station; and enhancements at Richmond Riverside and Richmond Promenade.
- Promote routes for active travel and exercise, encouraging healthy activity and exploration of the Richmond area by local workers, visitors and residents via sustainable travel. Contribute to a reduction in car travel in the Richmond area and improve air quality. Support greening through tree-planting on the High Street (including the station) and Whittaker Avenue Square; introducing ‘green trails’ across the town centre through to the river and Old Deer Park; creating green walls on the lanes where appropriate; and enhancing the riverside environment.
- Contribute to measures related to air quality, public realm and transport, to implement priorities informed by work around the pilot Clean Air Zone within Richmond Town Centre.
- Ensure that any expansion and management of entertainment and leisure facilities is sensitive to the amenity of people who live in the centre and the wider functioning of the area; promoting the night-time economy through diversifying the range of cultural venues and offers; encouraging on-street al fresco dining and making a welcoming environment for all night-time economy users and workers.
- Support the cultural and community offer for both residents and visitors around the Richmond Cultural Quarter, including bringing the reference and lending libraries together and enhancing The Museum of Richmond to create a cultural hub to provide a destination for visitors, and encouraging outdoor temporary and permanent art and theatre interventions. ....

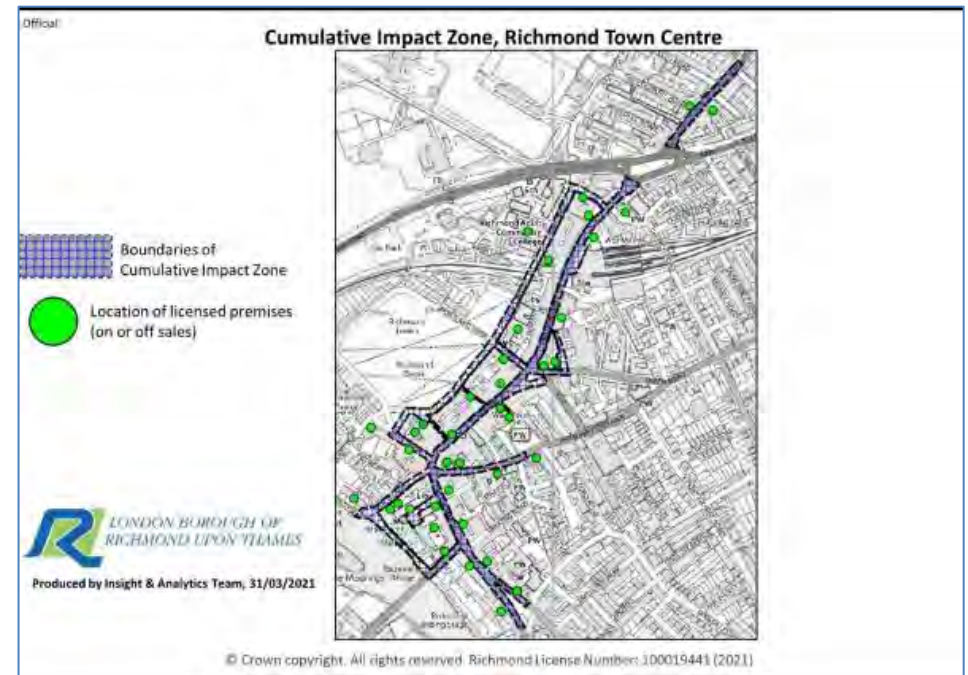


Richmond Hill

**Related Area specific strategies –**

[Licensing Policy – Cumulative Impact Policy](#)<sup>21</sup> A revised Statement of Licencing Policy came into effect on 3 January 2022 which retains Cumulative Impact Areas in Richmond and Twickenham, for all types of licence.

The boundary of the Cumulative Impact Zone is shown on the map opposite.





**Richmond town centre's key roles include:**

- convenience shopping: including bakery/cafes, confectioners, delicatessens, sandwich shops, an off license, an ice cream shop and a tea and coffee merchant. There are several convenience stores including Tesco Express, Amazon Fresh, Sainsburys Local, Whole Foods, independent stores and a large Waitrose supermarket;
- comparison shopping: a good proportion of multiple (and independent) retailers selling a range of higher and lower order comparison goods;
- services: provides a good range of high street national banks/building societies and independent cafés/restaurants. Limited proportion of hot food takeaways and convenience units given the centre's size;
- entertainment and evening economy: reasonable range of pubs but a good range of restaurants and takeaways. There are also three cinemas and two theatres.
- community facilities: including dentists, a chiropractor, martial arts studio, medical services, nightclub, osteopath, yoga studio, library, museum and several churches.

Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> & SSA

**Conservation Area Appraisals**<sup>25</sup> - Richmond Hill, Richmond Green, Richmond Riverside.

**Urban Design Study 2023**<sup>12</sup>: A great deal of information on the area is included in the Urban Design Study which cannot be reproduced in full in this document. Please see the full document on the Council's website<sup>3</sup>.

*Character area strategy:* The Richmond Town Centre and Riverside area has a strong sense of place and heritage, with several areas of high-quality townscape. The strategy is to conserve the richness of townscape and historic elements and enhance the identity of specific areas (notably around the station) and the functioning of the area as a town centre.

*Character area design guide including:*

- Respect the scale and proportions of existing buildings and streets. Most streets would not be able to accommodate buildings exceeding the prevailing height of 2-3 storeys in the historic centre; however, main roads and key junctions (notably along the High Street) may be able to accommodate taller buildings if stepped-back.
- Retain, respect and restore the historic elements, particularly around the Green and the waterfront.
- Improve active frontages and ensure good maintenance of building façades.
- Enhance the sense of arrival and quality of the public realm at the station, identifying opportunities for art, wayfinding and high-quality architecture. Potential to improve views towards the church (currently obscured by the multi-storey car park).
- Improve and consider temporary pedestrianisation of roads to create café/restaurant/pub seating or more width to improve pedestrian experience and reduce the perceived dominance of vehicles.
- Reduce prominence of main roads, such as Twickenham Road which severs the Old Deer Park and the parade of shops along Kew Road from the wider townscape.
- Ensure new development along the river contributes to the valued leisure functions. Protect the public and pedestrian nature of the riverside by ensuring controls remain in place for vehicles and restaurant / café seating.

### [Business Improvement District](#) <sup>c</sup>

The current Richmond Business Improvement District (RBID), Be Richmond, which has been in place since 2017 and is continuing efforts to ensure Richmond fulfils its potential as a great place to live, work and explore. Be Richmond aims to highlight the town's strengths and focuses on five priorities:

- Supporting Business Growth
- Enhancing the look and feel of the BID area

<sup>c</sup> [Be Richmond - Shopping, Dining and Things to Do in Richmond](#)



- Raising the profile of Richmond to all relevant parties
- Implementing key corporate and social responsibility strategies
- Working to address parking and traffic congestion issues.

Be Richmond commissioned the preparation of a Place Plan in 2019 and following the production of a baseline report has produced the Future Vision for Richmond (2021). The vision statement is to:

- Support Richmond become fit for the future: helping it be a resilient, prosperous, vital and healthy place for people, through improvements which help them who live, work, and explore.
- Strengthen its role as a diverse and exciting cultural destination, drawing energy and focus from its strong heritage and landscape identity.

#### Public Realm Improvement Fund:

Progress of projects funded by Public Realm Improvement Fund

Improvement (as at September 2022 <sup>22</sup> )	Progress
Additional signage and wayfinding to improve accessibility of town centre	Complements funding secured by the BID as well as planned clutter removal. Legible London signs have been ordered and are in the process of being manufactured. In addition, footways will be located within the footway at either end of Brewers Lane and Golden Court. Estimated Completion of Legible London signs completed September/October 2022. Imbedded plinth signs completed by January 2023 (stone supply and engraving).
Resurfacing of Richmond Riverside Terraces	Slightly delayed due to commercial operator request to install electrical supply across the terraced area and makes sense to complete works post any intrusive access.
<b>Update February 2023<sup>23</sup></b>	<b>Legible London initiatives incorporating finger post wayfinding due to be installed in February. Imbedded stone sign near alleyways in town centre are being manufactured and are due to be implemented in spring 2023.</b>

#### Main thrust of Regulation 18 Consultation responses. Please see the Council's website for a Schedule of all responses in full<sup>24</sup>.

This section is not intended to capture all responses which might be relevant, but gives a flavour of responses made:

- Prospect of Richmond (and supported by the Friends of Richmond Green) - welcome the caveat in the Local Plan as stated in Policy 19, Managing Impacts and elsewhere, that there is a combined and cumulative impact that needs to be controlled and that amenity of residents needs to be protected. Opposed to supporting a night-time economy in Richmond Town and on and around Richmond Green and the Riverside due to resident harm including those on the Twickenham riverside. Urge the Local Plan to explicitly discourage night-time economy past 11pm in Richmond Town. Greater distinction between evening and night-time economy.
- Prospect of Richmond (and supported by the Friends of Richmond Green), Old Deer Park Working Group - support the attention given to the Cultural Policies and would like to see Richmond town centre play a significant role in the Council's Culture Richmond 2021-2031 Plan.
- The Richmond Society –
  - not convinced that the area around Richmond Station is suitable for taller buildings as identified in the Plan
  - support for policy mitigating impact of development.
- The strategy fails to acknowledge the main challenge to Richmond town centre has been the loss of its main department store which has prompted a large number of other fashion clothing retailers to leave the town.

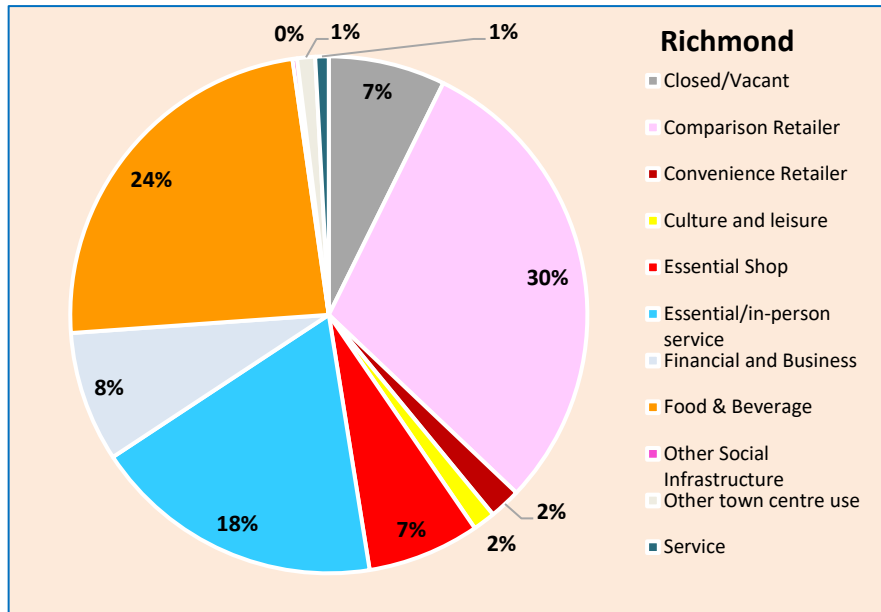
More general comments not specific to Richmond town centre:

- The retail hierarchy should define which locations are town centres through an assessment of scale, role, catchment and function, to comply with the NPPF.
- The public realm needs public toilets to encourage people to dwell, support that such provision is generally supported and form a part of requirements for new major development.
- Agree with the Article 4 Direction requiring planning permission for change of use from Class E to residential use.

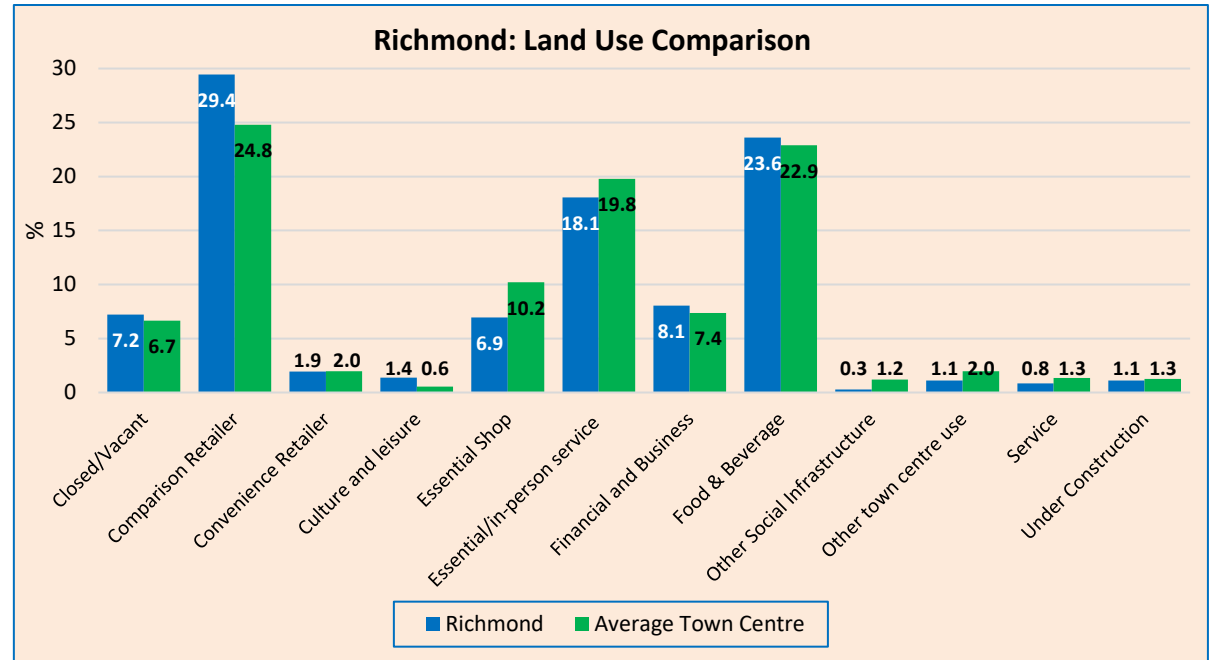
- Evidence needs to be better co-ordinated. Evidence lacking. Can't rely upon forecasting.
- GLA support the approach towards diversification and repurposing.
- PSAs should be defined.
- Policy on sequential tests should refer to where a Site Allocation specifies retail.
- Do not agree that only Richmond, Twickenham, Teddington, Whitton and East Sheen should be disproportionately purposed for major new developments, is unreasonable.

**Composition of centre**

The centre has 360 units recorded in the Council’s annual land use survey<sup>14</sup>, 101 being comparison retailers (2022) – not surprisingly Richmond, as the principal centre, has the largest number of comparison retailers in the borough (nearly one in three units). Richmond is important for comparison shopping. The Town Centre Land Use Survey 2022<sup>14</sup> also suggests that the proportion of essential shops and services is below the borough average for town centres, possibly reflecting the centre’s sub-regional role. The Food & Beverage sector is slightly higher in Richmond than the other four centres in the borough of this type. Richmond has many cultural assets including three cinemas, two theatres, a museum and library. It has the most well-developed evening economy. The restaurant, café and pub sectors all being over-represented compared to the UK average (GOAD category report)<sup>10</sup>.



Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>



Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

Using GOAD’s dataset it is possible to compare Richmond to a hypothetical “average UK town”<sup>10</sup>. The same categorisation of land uses has been applied to the SSA Town Centre Land Use data<sup>14</sup> to provide a borough comparator<sup>d</sup>. This is illustrated in the figures below. Richmond town centre has a similar proportion of comparison outlets compared to the UK average (GOAD 2022). Richmond has more cafés, restaurants and pubs than the UK average, but fewer fast food takeaways.

<sup>d</sup> Please note boundaries and survey dates between datasets are not identical.

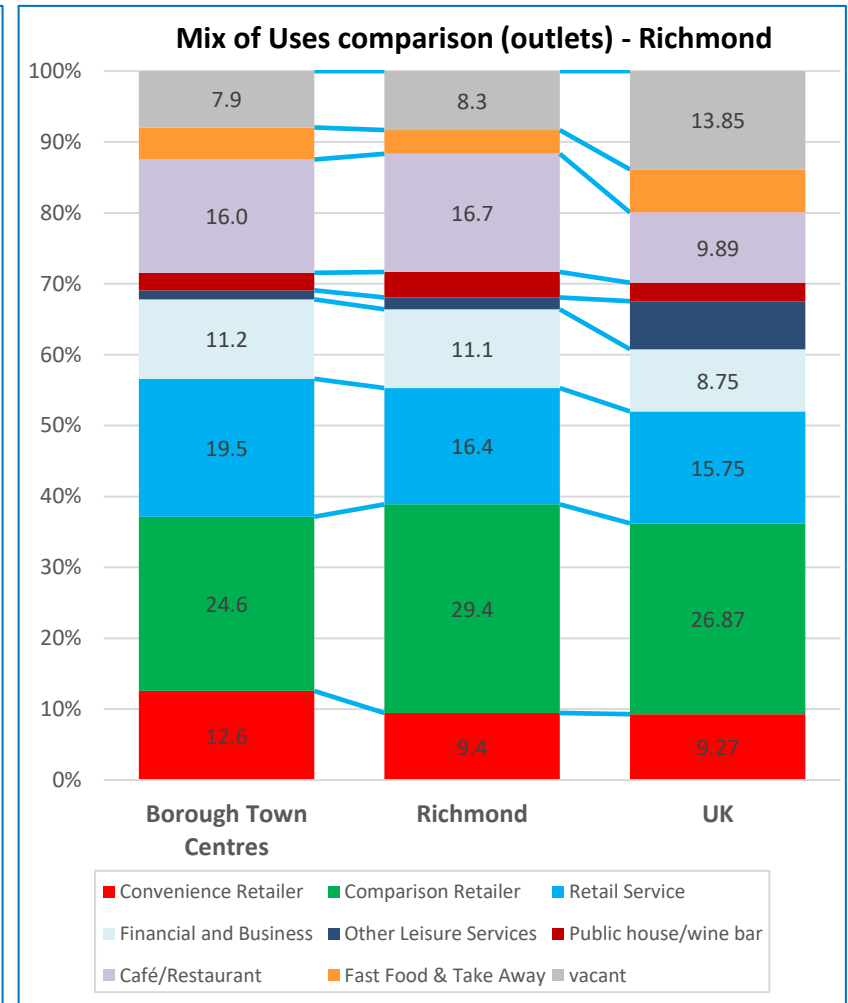
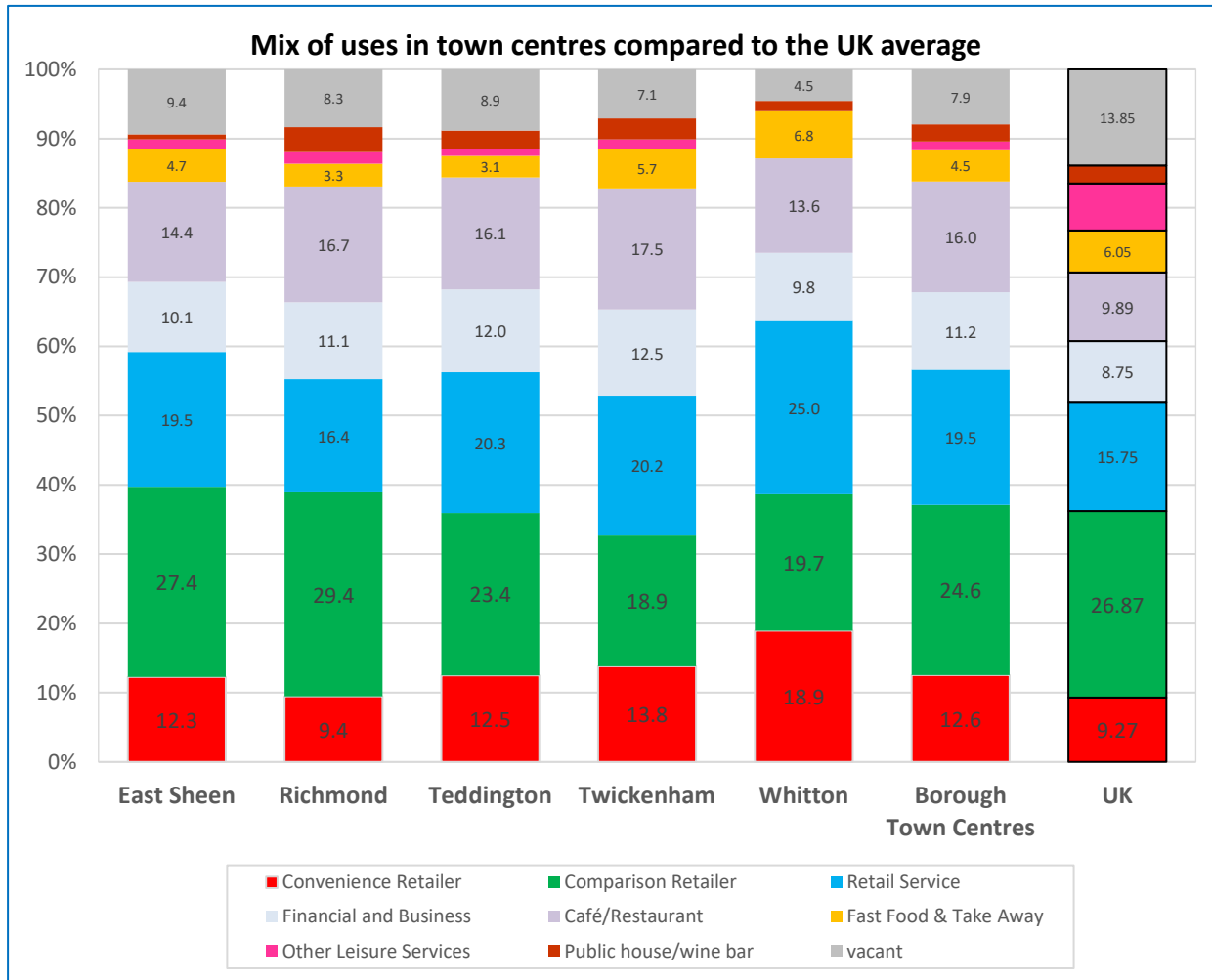
Selected sectors from the GOAD category report<sup>10</sup> for Richmond town centre. Score in brackets.

**Score of 100 indicates that the centre is exactly the same as the UK average in terms of the proportion of outlets in that sector, a score of more than 100 indicates over-representation and less than 100 equals under-representation.**

Fewer outlets than the UK average	More outlets than the UK average
<p><b>Comparison shopping:</b> Charity shops (64), Crafts, gifts, china and glass (34), Hardware (40) Textiles &amp; soft furnishings (50)</p> <p><b>Convenience shopping:</b> Confectionary, Tobacco &amp; News (24) No Market, Fishmonger, Frozen foods, greengrocers, butchers (0)</p> <p><b>Retail services:</b> No filling station, fancy dress hire, vehicle rental, TV rental.</p> <p><b>Leisure services:</b> No bingo, clubs (social), Sports &amp; leisure facilities (68), Fast food takeaway (69), Hotels &amp; Guesthouses (60)</p> <p>Building societies (69), Legal services (49)</p> <p><b>Vacant outlets (71)</b></p>	<p><b>Comparison shopping:</b> Art (161), Booksellers (162), Childrens Wear (176) Footwear (177), Gardens &amp; Equipment (451) [1 unit], Ladieswear &amp; Accessories (296)</p> <p>NB 46 outlets in the health and beauty sector</p> <p><b>Convenience shopping:</b> Heath foods (220)</p> <p><b>Retail services:</b> Dry cleaners &amp; laundrettes (201), Opticians (164), Photo processing (188), Repairs, alterations &amp; restoration (180)</p> <p><b>Leisure services:</b> Cafes (172) – 33 outlets; Cinemas, theatres, concert halls (348). Pubs (160) – 16 outlets; Restaurants (170) – 32 outlets</p> <p><b>Financial and business:</b> Property services (143) – 17 outlets, Retail banks (126)</p>

© Copyright Experian GOAD. Source - Experian Category Report<sup>10</sup>

Between 2012 and 2022 the number of comparison goods shops has fallen from 150 to 104. Over the same period, the number of pubs has risen by one to 17, restaurants have increased from 29 to 32 and the number of cafes has also risen significantly from 27 to 33.

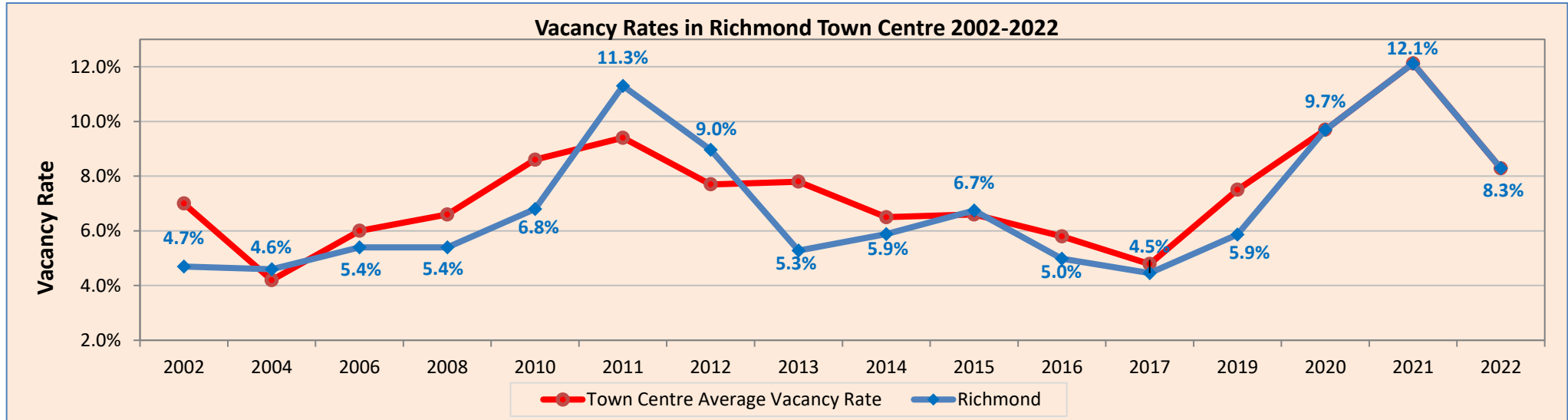


Source: SSA Town Centre Land Use Survey 2022<sup>14</sup> and Experian GOAD Category Report 2022<sup>10</sup>

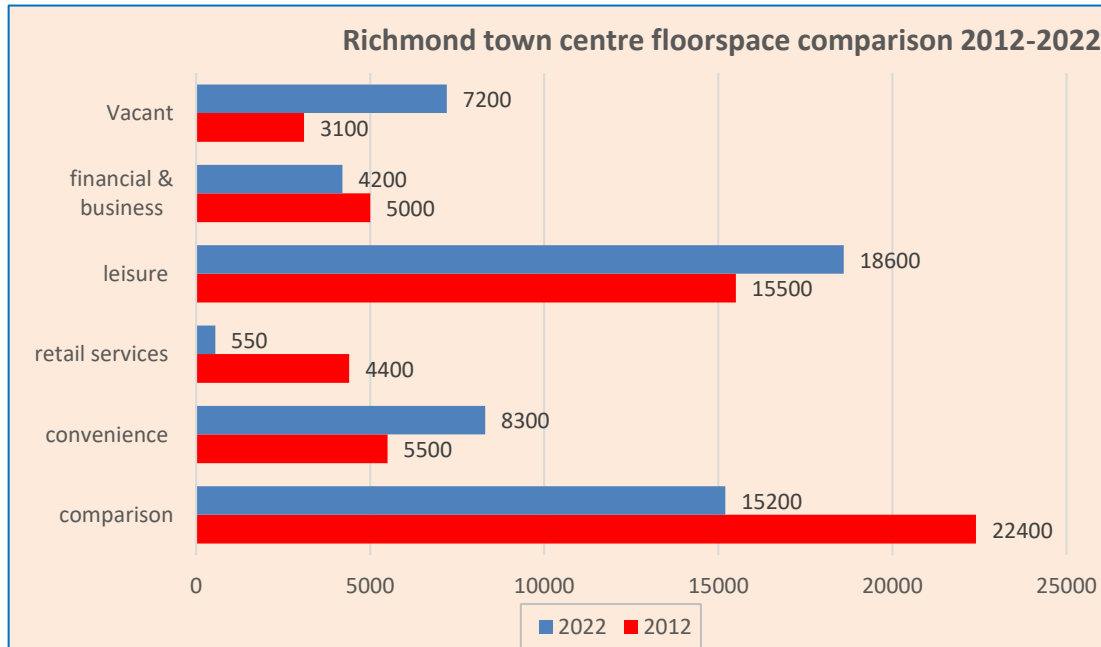
**Vacancy rates:**

Richmond has historically been a buoyant centre with low vacancy rates and able to command Zone A rents more commensurate with larger, metropolitan centres. It consistently scored highly when considering indices comparing the health of centres on a national basis.

Richmond’s vacancy rates have mirrored the average for town centres in the borough closely. Of concern, is the increase in the vacancy rate since the pandemic, albeit that at 8.3% in 2022, the rate has fallen from the previous year and was the same as the town centre average. If we compare Richmond town centre to the average UK centre, it has fewer vacant retail and service outlets (13.9% - 2022). Richmond town centre is the largest in the borough and the only major centre in the Mayor’s town centre network. It has an important role for residents, businesses and the economy. Vacancy rates should be monitored and where planning permission is required, the balance of uses carefully curated.



Source: SSA Town Centre Land Use Surveys<sup>14</sup>.



Source: SSA Town Centre Land Use Surveys<sup>14</sup>.

**Floorspace:**

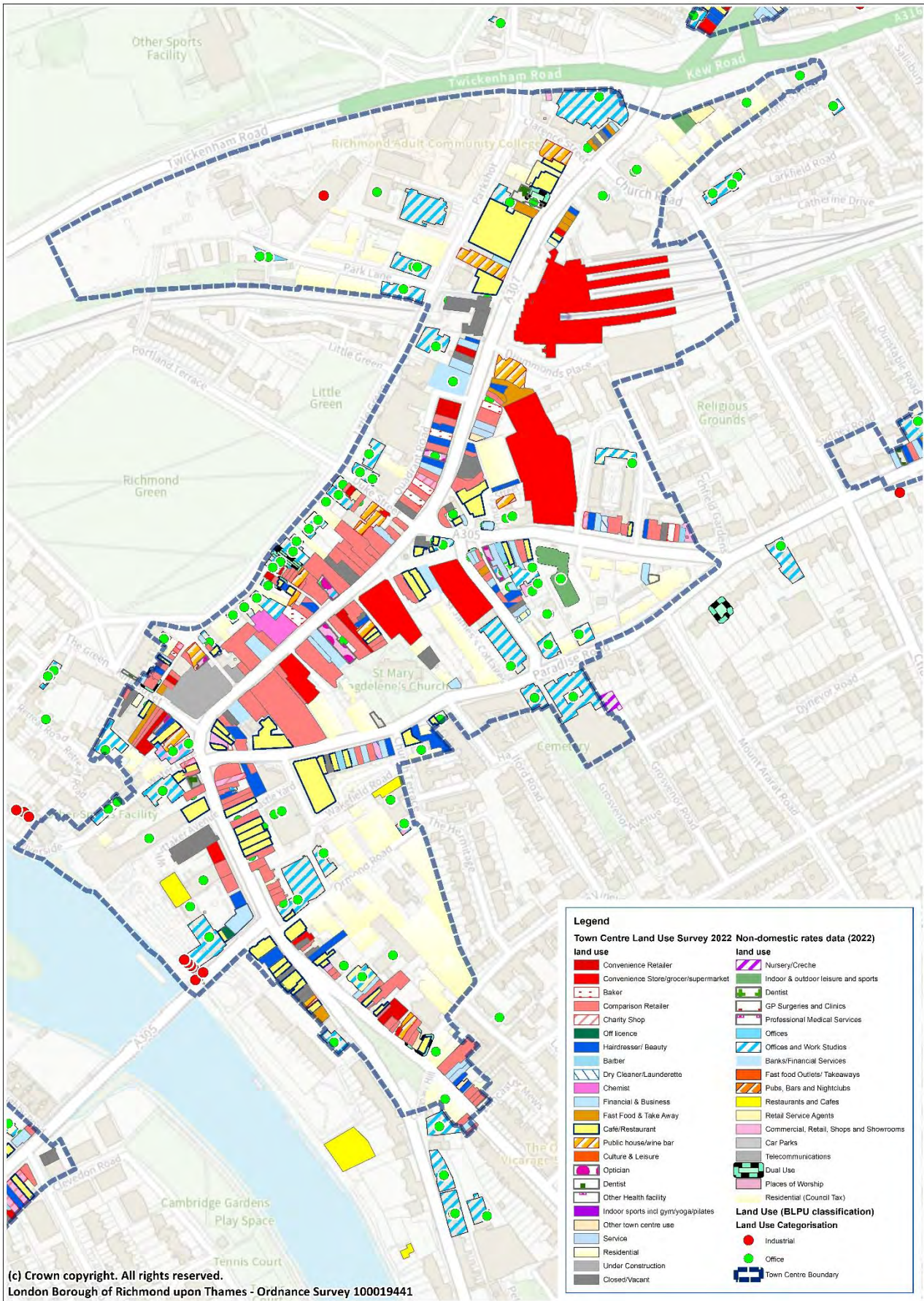
It is estimated that Richmond currently has approximately 59,000 m<sup>2</sup> of total floorspace according to the 2022 GOAD category report<sup>10</sup>. Approximately 15,200 m<sup>2</sup> gross being comparison goods floorspace and 8,300 m<sup>2</sup> gross being convenience (GOAD Category Report). Of these, approximately 35,700m<sup>2</sup> of floorspace is in use by operators who are multiples, i.e. part of a network of nine or more outlets<sup>e</sup>. The clear difference between the two time periods is the significant decrease in comparison goods floorspace in the centre (mirroring the data for outlets). Conversely, the amount of leisure floorspace has increased, as has convenience floorspace. Vacant floorspace has more than doubled over the last ten years.

Clearly, the pandemic, cost of living crisis and sectoral change to the retail sector has produced a period of unprecedented flux in the economy. It is anticipated that there will be a further reduction in retail floorspace going forward and that the repurposing of empty shops will be needed. Growth is expected in the leisure sector. It will be necessary to monitor change, particularly in Richmond town centre.

According to GOAD, in 2012 the centre had nearly 16,000m<sup>2</sup> of comparison goods floorspace occupied by 77 multiple retailers. By 2022 this figure had decreased to 9,200m<sup>2</sup> occupied by 44 comparison retailers who were a multiple, a significant change.

<sup>e</sup> This includes outlets from the following sectors – retail, retail services, leisure services and financial and business services.

### Richmond: Land Use Map



Source: SSA GIS mapping

**Benchmarking** –The Javelin Group have allocated Richmond a Venuescore<sup>7</sup> of 184 and a UK rank of 97 out of 3,500 retail destinations (2017 data). The index uses market size in terms of consumer expenditure and on other factors including the presence of multiple retailers. Richmond is categorised as having an upscale market position and a high market position reflecting the socio-characteristics of the borough. It was one of the top 10 venues in Outer London.

**Rents<sup>f</sup>** - Richmond town centre has the highest prime pitch rental levels of the five town centres. Zone A rents along George Street represent the prime pitch at £2,100 per sqm. Zone A retail rents remain relatively consistent along Hill Street and The Quadrant ranging from £1,200 to £1,400 per sqm.

**Resilience to the pandemic<sup>6</sup>**

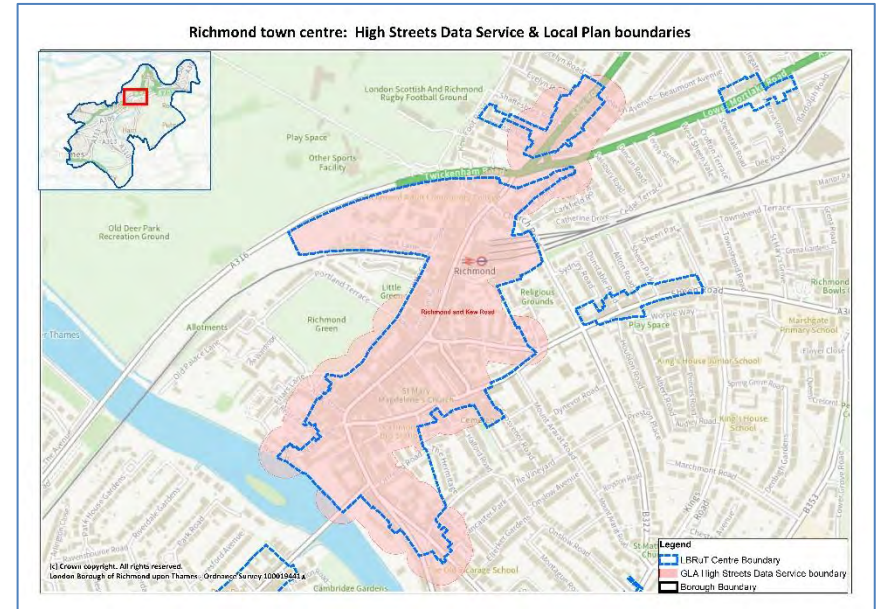


Source: High Streets Data Service<sup>6</sup>. (Map opposite shows boundaries).

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. Richmond has been classified by the GLA as struggling. It is in fact one of only 3 centres where this is the case in the borough.

Previously Richmond’s town centre health checks showed the centre to be buoyant compared to other similar centres and the national average, with vacancy rates remaining low and demand for retail space high. However, recent research undertaken by Lichfields<sup>g</sup> has indicated that those centres more dependent on comparison retail are potentially more vulnerable to the impact of the pandemic.

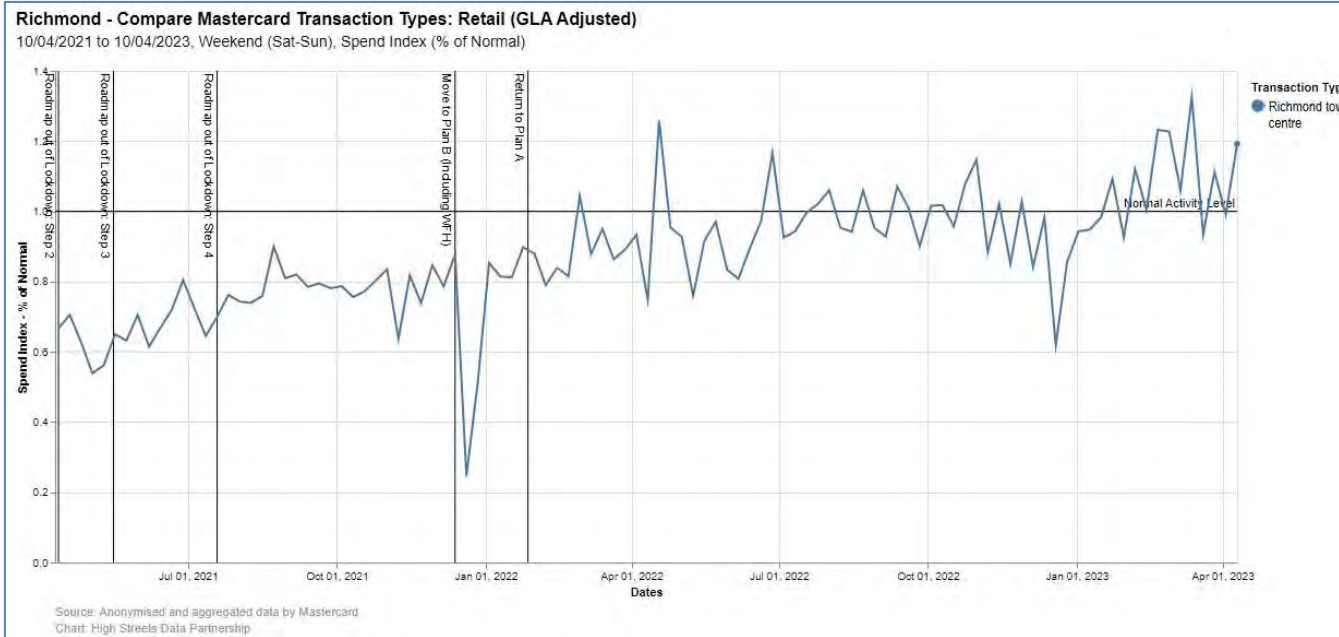
The analysis of town centres in Appendix 5 of the Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> indicates the range and choice of comparison goods shops is a key strength of Richmond town centre.



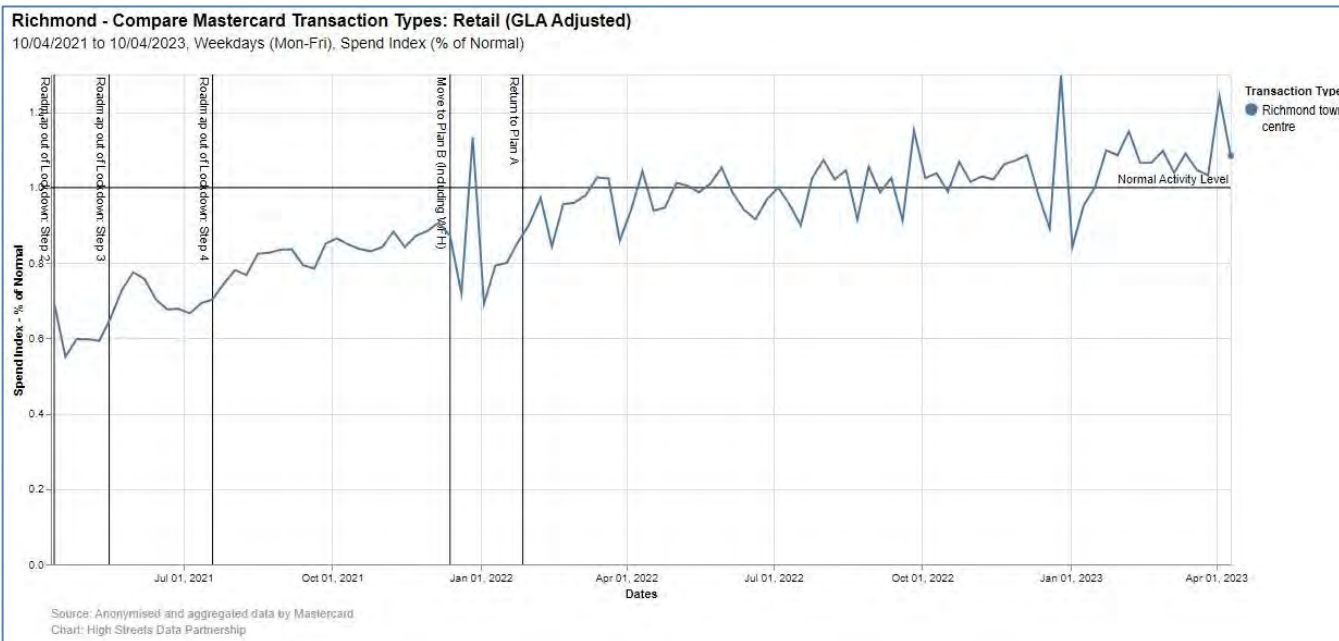
<sup>f</sup> [Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>](#)

<sup>g</sup> [Lichfields londons-town-centres\\_retail-mix-of-the-future\\_july-2022.pdf](#)

Changes in spending<sup>15</sup>



Spending data show that in terms of the Spending Index, levels of spend in Richmond town centre appear to have recovered to pre-pandemic levels at the weekend only very recently. (GLA adjusted figures – See Appendix 1)

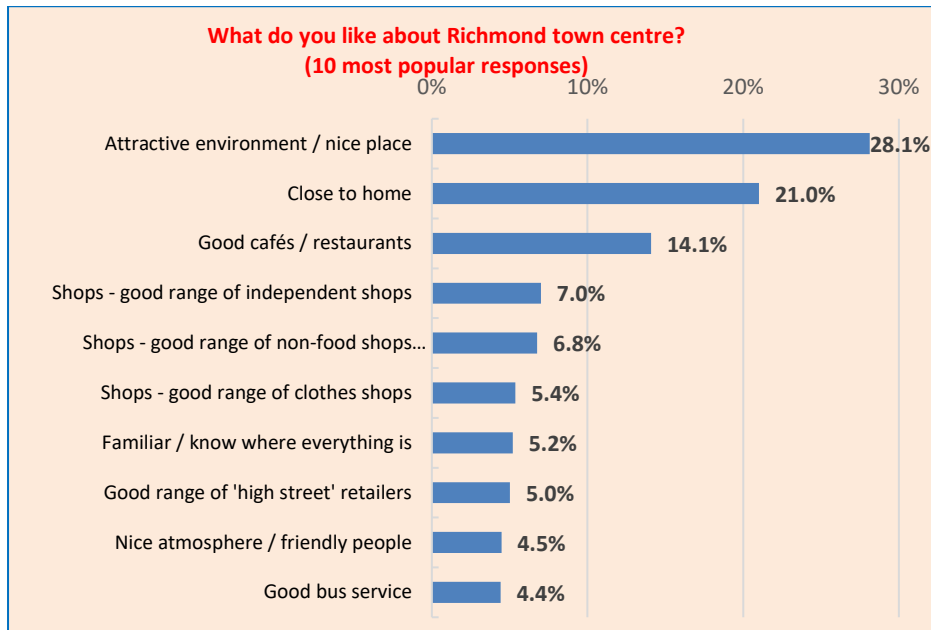


The picture is not significant different for weekdays, albeit that the fluctuation around the normal activity level is less pronounced. In recent months spending appears to be consistently higher than the norm.



**Customer views/experience:**

The Richmond upon Thames Retail and Leisure Study 2023<sup>2</sup> included a household telephone survey which asked respondents about what they liked about the centres they used and what would make them visit more often. The results for those who used Richmond town centre are displayed in the graphs below:



source: NEMS, as part of Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

These were open questions (and up to 3 answers were coded) which means that respondents were not confined to a pick list and therefore there are many possible responses. Richmond’s environment and proximity are important to those who use it, as is its many places for eating and drinking, as well as the type and quality of shopping available. Nearly 3 in 10 suggested the attractive environment was a reason for liking the centre. Richmond’s historic environment, green spaces and the River Thames make for a unique experience for visitors.

In terms of improvements, whilst some of those responding wanted better or more independent shops, others wanted more multiples. Car parking typically comes up in such surveys with some wanting more, cheaper or free parking. However, the single largest suggestion was for fewer empty shops. The closure of House of Fraser (formerly Dickens and Jones) is a landmark vacancy. Interestingly, examination of the units recorded as vacant in 2022 reveal that less than half are vacant shops.

The household survey results indicate that 66% of respondents across the study area had used shops and services in Richmond town centre in the last year, which is the highest of the five town centres in the Borough. In the study area, 16% of households suggested they do most of their non-food shopping in Richmond town centre, the second highest proportion for all shopping destinations after Kingston upon Thames town centre (29%), which is consistent with previous studies.

In 2021 a series of **Community Conversations**<sup>11</sup> 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:

- Encouragement for markets, former market was a draw
- Unused shops could be used as community space

- Need a department store, more diverse offer, pop-up market stalls, need more independent shops, clothing shops
- Some using the centre less for shopping and more for collaborative working or leisure trips. Others felt that night time economy not yet back to pre-pandemic levels.
- Theatres are valued.
- Would benefit from aesthetic improvement
- Need for a more obvious police presence.
- Cycling not a positive experience in centre. No agreement on whether pedestrianisation would be a benefit.
- Combine train and bus station to make a transport hub. Encourage river transport & associated facilities.

### Urban Design Study 2023<sup>12</sup>

Valued features:

- The exceptionally high quality townscape, buildings and historic character.
- The site of Richmond Palace, for its archaeological, heritage and historic landscape value, and which includes four Grade I listed buildings, and adjacent Crown Estate land.
- The Green, including its high scenic quality, harmonious relationship between the significant open space and the grand, historic buildings fronting it.
- Historic townscape elements, shopfronts and streets such as Duke Street.
- The activity from public buildings including pubs and the library, ensure active frontages and vibrancy.
- The riverside and open spaces, valued for their sense of openness, as a setting to surrounding buildings, the high scenic quality and as a place to gather and socialise.
- Trees and planting, particularly at the riverside, which is particularly valued in an urban setting.
- Connectivity to open spaces including the riverside, the Green, the Thames Path and the Old Deer Park.
- The intimacy and sense of history in the small scale alleyways with cafés and local speciality shops.
- Registered parks and gardens at Richmond Terrace Walk (grade II\* listed) - for the heritage value, views and associations with literature and art from the 17th century onwards.
- The local and regional shopping function of the high street and as a destination for socialising, eating and drinking.
- Many valued views and vistas, including: - the commanding prospect from the grade II\* Richmond Terrace Walk to the River Thames; - views towards and across the Green; - views along the riverside and from Buccleuch Gardens to Richmond Bridge, and towards the opposite green bank; - views from Richmond Bridge in both directions.

Negative qualities include:

- Lack of active frontage in places along the High Street, partly due to recently closed shops such as House of Fraser, but also due to office buildings without active ground floor uses e.g. opposite the station and the 1980s brown brick block backing onto Parkshot.
- Post-war infill buildings often detract from the high quality historic buildings and otherwise high quality of the streetscape.
- Underwhelming sense of arrival at Richmond Station due to poorly maintained and unremarkable public realm. Emphasised by standard of active frontages and unsympathetic buildings opposite the station.
- Twickenham Road severs the High Street from the Old Deer Park and parade of shops/restaurants along Kew Road.
- Busy traffic along the High Street and busy pedestrian traffic along narrow footways.
- Lack of street trees and green on the High Street

### Village Plan SPD (Richmond and Richmond Hill)<sup>13</sup>

Contains guidance relating to Conservation Areas covering the centre. In particular, for Central Richmond:

*Threats from development:*

- Development pressure which may harm the balance of views, skylines and landmarks particularly from inappropriately tall building heights.
- Loss of traditional architectural features and materials due to unsympathetic alterations, particularly considering modern development along The Quadrant.
- Lack of coordination and poor quality of street furniture and pavements.
- Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture.

- Loss of original or quality shopfronts and unsympathetic alterations and signage.
- Unattractive appearance of solid steel shutters used for retail units.

*Opportunities:*

- Improvement and protection of its setting.
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Coordination of colour and design leading to improvement in street furniture and paving.
- Improvement of highways conditions and pedestrian convenience and rationalisation of existing signage and street furniture – build on success of projects such as Lower George Street.
- Environmental improvements to alleyways.
- Retain and improve the quality of shopfronts and advertisement.
- The restoration of painted or rendered facades to brick should be encouraged.
- Cleaning of the Richmond Station Art Deco facade.

**Richmond: Strengths & weaknesses identified in the Richmond Retail and Leisure Study 2023<sup>2</sup>**

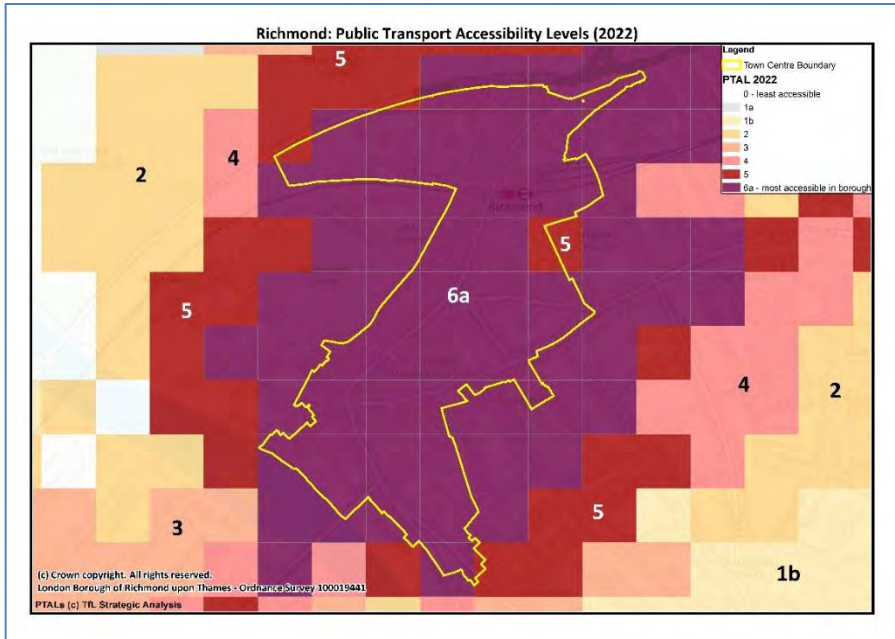
**Strengths**

- Highest number of comparison shops of all centres in the Borough, with a good range of multiple retailers, selling a range of higher and lower order goods.
- Excellent range of services.
- Choice of restaurants/cafés higher than both the Borough and UK average
- Vacancy rate lower than the national average.
- Highest proportion of study area population use shops and service in Richmond town centre.
- Richmond’s catchment area extends across the Borough and beyond.
- Green/open space nearby.
- The London Plan suggests high potential for commercial growth.
- A reasonable night-time economy, which is classified as NT2 in the London Plan (regional/sub-regional significance).
- Excellent public transport links i.e. underground, bus and over-ground rail and good car parking provision when compared with other centres.
- Accessible green space.

**Weaknesses**

- Limited proportion of hot food takeaways.
- Higher crime rate than the Borough average (*the station being a recognised hotspot, although generally crime is low*)
- Highest prime pitch rental levels of the five town centres, according to VOA (*reflecting the centre’s position as the principal centre in the borough*)
- Selection of independent shops was an issue mentioned by several household survey respondents.

Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> & SSA.



**Accessibility<sup>8</sup>:**

**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 borough<sup>8</sup>.**

Richmond town centre has excellent public transport accessibility. Public Transport Accessibility Levels (PTAL) are 6a across the centre, the second highest rating. Richmond has both a BR station & Underground Station (district line), and a centrally positioned bus station. 12 bus routes run through the centre. It is well-served with car parks.

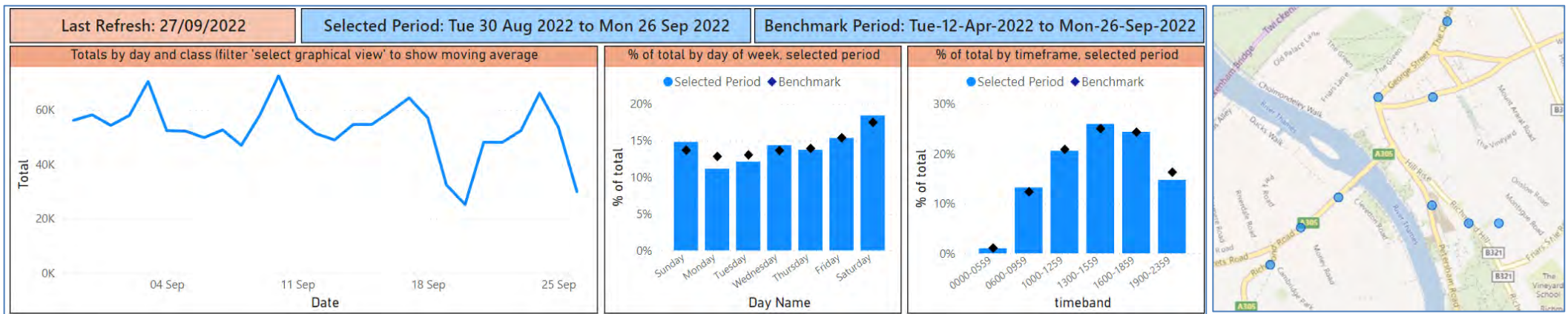
TfL’s webcat tool forecasts expected change to PTAL values for two periods in the future (compared to the base year of 2015), 2021 & 2031. Both show an increase in accessibility for Richmond’s most central areas – to the best possible value in terms of accessibility: 6b.

Source PTALs © TfL Strategic Analysis

**Traffic Sensor counts<sup>16</sup>**

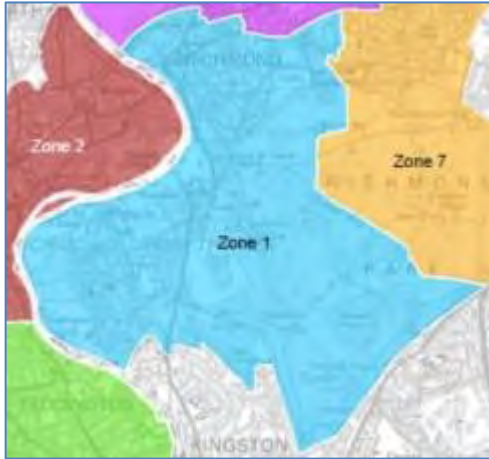
The graph below shows the number of pedestrian detections in September 2022 for sensors in Richmond town centre between the 30 August & 26 September 2022. The benchmark period is 12 April to – 26 September. The map opposite shows the location of sensors in Richmond, which includes sites in East Twickenham.

The data show that not surprisingly the highest pedestrian flow is recorded on the Quadrant (opposite Greggs) & also at the junction of King Street and George Street (outside the former House of Fraser store). Pedestrian counts are highest on Saturday, followed by Sunday and Friday and between 1pm & 4pm.



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

**Capacity<sup>2</sup>:**



The Richmond upon Thames RLS Phase 2<sup>2</sup> has forecast need for retail and leisure floorspace over the plan period as follows:

Zone 1	Requirement in m2 (gross) – rounded				
Richmond		Convenience	Comparison	Food/ Beverage	Total
	By 2034	-100	-100	1,950	1,750
	By 2039	200	250	2,850	3,300

Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

The retail and food beverage floorspace capacity projections up to 2039 suggest over half of the projected floorspace capacity could be provided in Richmond (Zone 1). Allowing for this reoccupation of vacant floorspace, there could be a residual requirement for about 1,300 sq.m gross in 2039, which may in part be met by future development at the Stag Brewery at Mortlake. The demand for retail space is forecast to be negative in 2034 and very limited in 2039.

Richmond town centre has wide coverage with an [Article 4 Direction<sup>5</sup>](#) 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 2022. This level of coverage reflects the need to protect Richmond’s important role & function as the borough’s principal centre, including its comparison shopping role.

There are various Site Allocations within the centre which are shown on the map opposite.

The Publication Local Plan (Regulation 19 Plan)<sup>3</sup> states that “Within the town centre boundary, Richmond Station (Site Allocation 25) provides a major redevelopment opportunity, which could provide substantial interchange improvements as well as a range of appropriate town centre uses, with some opportunity to accommodate a landmark tall building within the heritage and other constraints identified, in accordance with Policy 45 Tall and Mid-Rise Building Zones. There is an opportunity to replace, upgrade, or better integrate, the multi-storey car park on Paradise Road, so that it better addresses the streetscape and is less prominent in views. The former House of Fraser site (Site Allocation 26) on George Street is expected to be repurposed to deliver a mix of uses, including retail, offices/workspace, and leisure/community use, with improved active ground floor street frontages including along Paved Court and at Golden Court”.

Full text of the Area Strategy for Richmond and the Site Allocations form part of the Publication Local Plan and can be viewed on the Council’s website<sup>3</sup>.

**Operator space requirements<sup>h</sup>:**

A full list is presented in Appendix 2. Approximately 85 businesses are seeking space in Richmond town centre including the following retailers: Sainsburys Local, Lidl, Co-op, Heals (furniture), Samsøe Samsøe, Free people (both clothing stores) and a wide range of cafes, restaurants & bars. 11 are looking for space of 5,000 ft2 or above (source - The Requirements List<sup>17</sup>).



<sup>h</sup> Please note that some of the listed requirements are likely to be generic to London centres rather than specifically within LBRUT.

**Summary:**

Richmond is categorised as a “major” centre in the Mayor’s town centre network. Richmond is the borough’s principal centre with a wide range of convenience and comparison goods shopping, employment space, and an extensive cultural and leisure offer. It has a unique heritage environment. Richmond has historically been a buoyant centre with low vacancy rates and demand for retail space. Spending data appear to indicate that Richmond has struggled the most amongst the borough’s town centres to regain spending at pre-pandemic levels, although very recently there has been an upturn. Recently, the number of vacancies has risen, particularly in the café/ restaurant sector, and closure of the House of Fraser department store is notable. 2022 land use data<sup>14</sup> indicate some improvement. It will be prudent to continue to monitor the health of the town centre and to continue to support it through economic development initiatives and the work of the [Richmond BID](#).

There is no change to the borough’s centre hierarchy proposed in relation to Richmond, which clearly is of a scale, role and function which warrants its continued designation as a town centre.

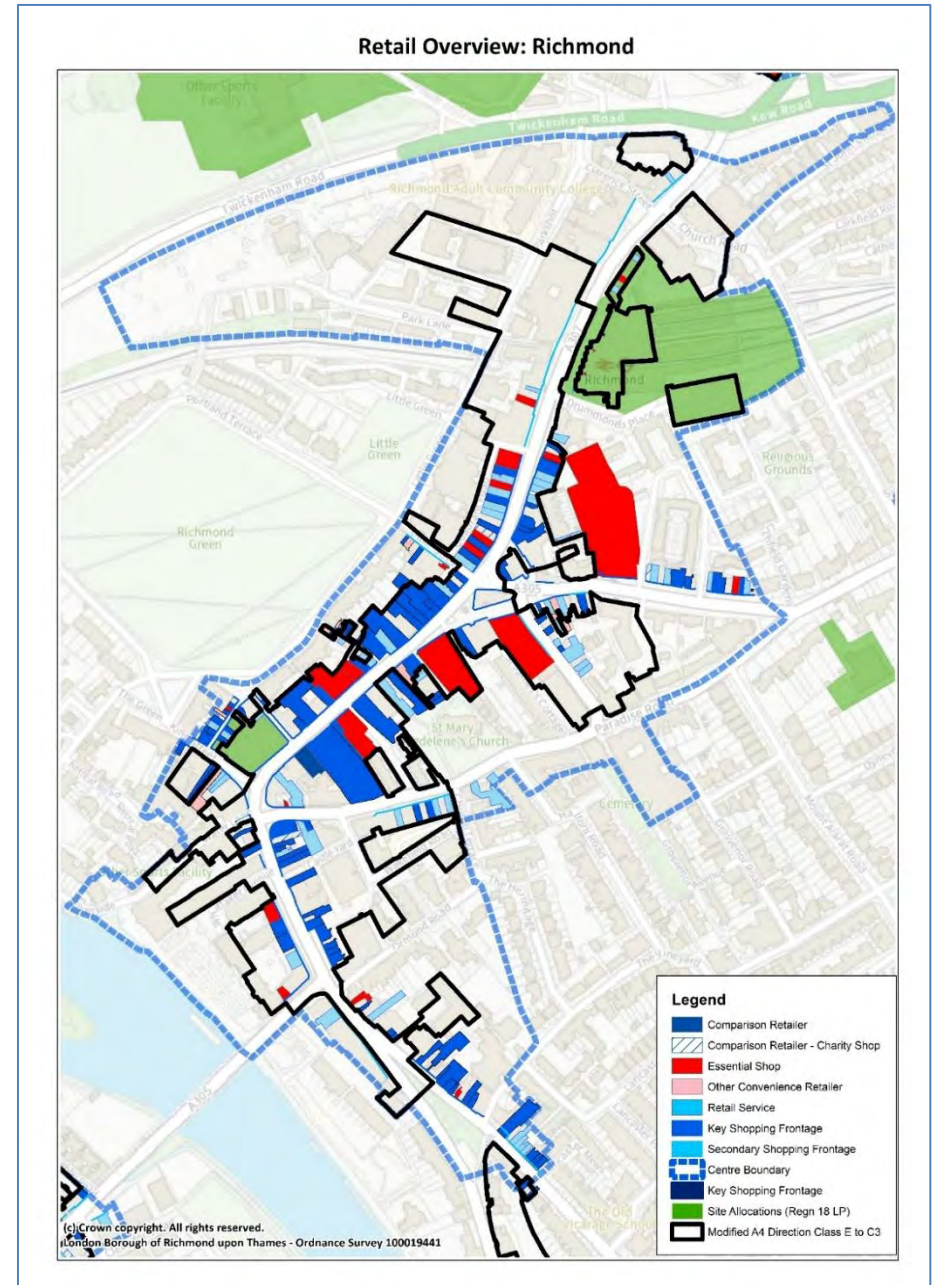
**Primary Shopping Areas (PSAs):**

The latest land use data (2022)<sup>14</sup> have been mapped categorising retail into comparison and convenience shops and retail services. They have been further subdivided to show the location of essential shops (as defined in the Local Plan) and charity shops. PSAs are proposed which reflect current retail land use patterns, Article 4 Direction boundaries<sup>5</sup> (restricting change of use from Class E to residential) plus exceptions to this PD right and proposed Site Allocations in the centre.

Despite an apparent decrease in comparison goods floorspace in the last ten years, Richmond has a sub-regional role and is an important shopping destination. In defining the boundaries the location of attractive streets where independents are located, such as the lanes off Richmond Green are considered as these areas are vital to support Richmond’s unique offer. Large multiple retailers located along the main shopping streets, particularly George Street, Hill Street and Sheen Road are also an important element of the centre’s retail experience. The proposed retail circuit for Eton Street & Red Lion Street is also taken into account.

It is proposed to designate a Primary Shopping Area for Richmond town centre to ensure that there is a sufficient quantum of retail space available for the centre to fulfil its role in the hierarchy and in terms of meeting the need for shopping as evidenced by the above analysis and that provided in more detail in the Richmond upon Thames Retail and Leisure Study 2023<sup>2</sup>. Richmond provides an important function in providing for comparison shopping which extends beyond the borough’s boundaries. It is important to foster a compact retail core which facilitates comparison shopping.

The amount of comparison shopping is higher in this centre than elsewhere in the borough, reflecting the function and role of Richmond town centre. The map opposite shows the location of retail in the centre and identifies comparison shopping and the location of multiple retailers.



Source: SSA GIS mapping

**Town Centre Boundaries:**

The adopted Local Plan<sup>1</sup> main centre boundaries have been reviewed and several minor changes are proposed to reflect the current land use pattern. The proposed boundary captures commercial and community spaces, for example businesses on Petersham Road included in the Key Business Area and other employment uses on Retreat Road. It also captures community uses on Retreat Road.

**Recommendations:**

**Hierarchy** There is no change to the borough’s centre hierarchy proposed in relation to Richmond, which clearly is of a scale, role and function which warrants its continued designation as a Town Centre.

**Recommendation:**

Richmond to be defined as a town centre in the borough hierarchy.

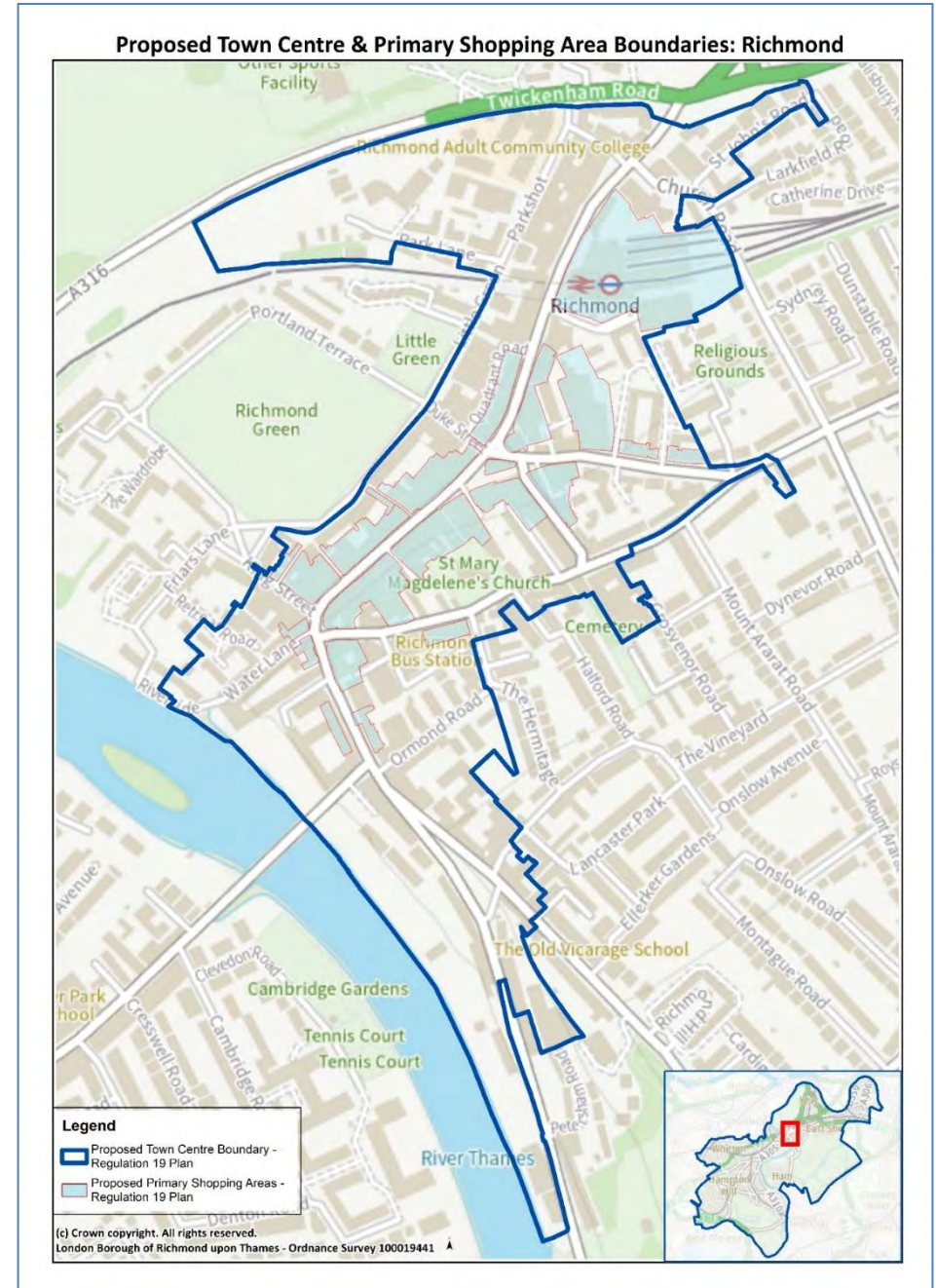
**Primary Shopping Area:**

**Recommendation:** A Primary Shopping Area is defined which will be included on the Policies Map as indicated on the map opposite.

**Town Centre Boundary:**

Lichfields have advised that no contraction of the Richmond town centre boundary is considered necessary<sup>2</sup>. Minor amendments have been made to the adopted Local Plan boundary for updating.

**Recommendation:** Proposed town centre boundary as illustrated on the map opposite.



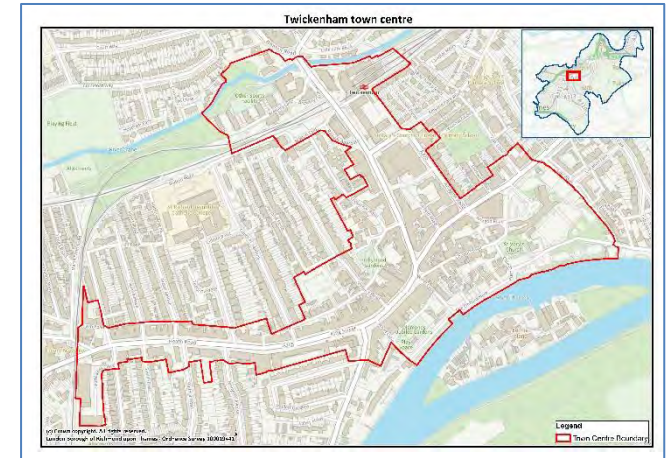
Source: SSA GIS mapping

## 6.2 Twickenham town centre

**Overview:** Twickenham is classified as a district centre in the Mayor's Town Centre Network. It is the largest of the district centres within the borough. Both the adopted and emerging Plan's spatial strategy is to steer major development into the five main centres. It is also an important employment location. The Council and community have aspirations to rejuvenate and enhance Twickenham. There are several Site Allocations within the centre, including Twickenham Riverside (SA 17), which is partly in the Council's ownership and for which it has ambitious plans to regenerate the centre, increase footfall and make Twickenham Riverside a destination, improving the link between the River Thames and the centre.

In addition, there have been several major housing developments completed in the last 5 years within the town centre (Twickenham Station, the former Sorting Office site – Brewery Wharf directly opposite which are served by the centre).

**Policy:** Twickenham is defined as a district centre in the Mayor's town centre hierarchy and is considered a town centre with medium commercial growth potential. The area's night-time economy is classified as of more than local significance (NT3). In terms of the Mayor's office guidelines, forming part of the Town Centre Network in the [London Plan](#), Twickenham is categorised as C – protect small office capacity – indicating that there is demand for existing office functions, generally within smaller units.



### Twickenham district centre's key roles include:

- convenience shopping – Waitrose, Iceland, Tesco Express, Co-op and Marks & Spencer Simply Food provide the main convenience, which could serve both main food and top up shopping but most likely to include the latter with the exception of Waitrose. Supported by nine independent convenience stores, sandwich shops, off licences, delicatessens, bakery/cafés, a butcher, greengrocer, fishmonger and confectioner.
- comparison shopping – small independent specialist retailers, with a limited number of multiple retailers, Heath Road has a number of retailers in the DIY sector as well as the Timber Yard
- entertainment and evening economy – a good number of restaurants/cafes and a reasonable number of fast food/takeaways and pubs/bars. Only four betting shops/casinos/amusement units.
- services – as well as the food and beverage sector several services are available including a tailor, cobbler, several opticians, dry cleaner, hairdresser and beauty salon/ nail bars.
- community facilities – including four dentists, two gyms, three physiotherapists, a day nursery/pre-school, health centre, job centre, museum, police station, veterinary practice, yoga studio, Twickenham Library and the Exchange Theatre and Mary Wallace Theatre.

Source: [RRLS Phase 2 2023](#)<sup>2</sup> & SSA

**Adopted plan:** Twickenham is classified as a main centre in the adopted Local Plan centre hierarchy. It is defined by a Main Centre Boundary. Shopping frontage designations, KOA, Industrial Land and Business Park (ILBP) (Heathlands Industrial Estate, Electroline House & surrounds) & nearby ILBP: West Twickenham Cluster. Site Allocations included:

SA 15 (Station Yard), SA 16 (Telephone Exchange),  
SA 17 (Police Station), SA 18 (Twickenham Riverside)  
SA 11 (Richmond upon Thames College (nearby),

Residential Completions – Twickenham Station, Twickenham Sorting Office, Richmond College

**Regulation 18 Local Plan:** TCB (Town Centre Boundary), KBA (Key Business Area), Shopping frontage designations. SAs as above with exception of Twickenham Police Station which is not being taken forward.

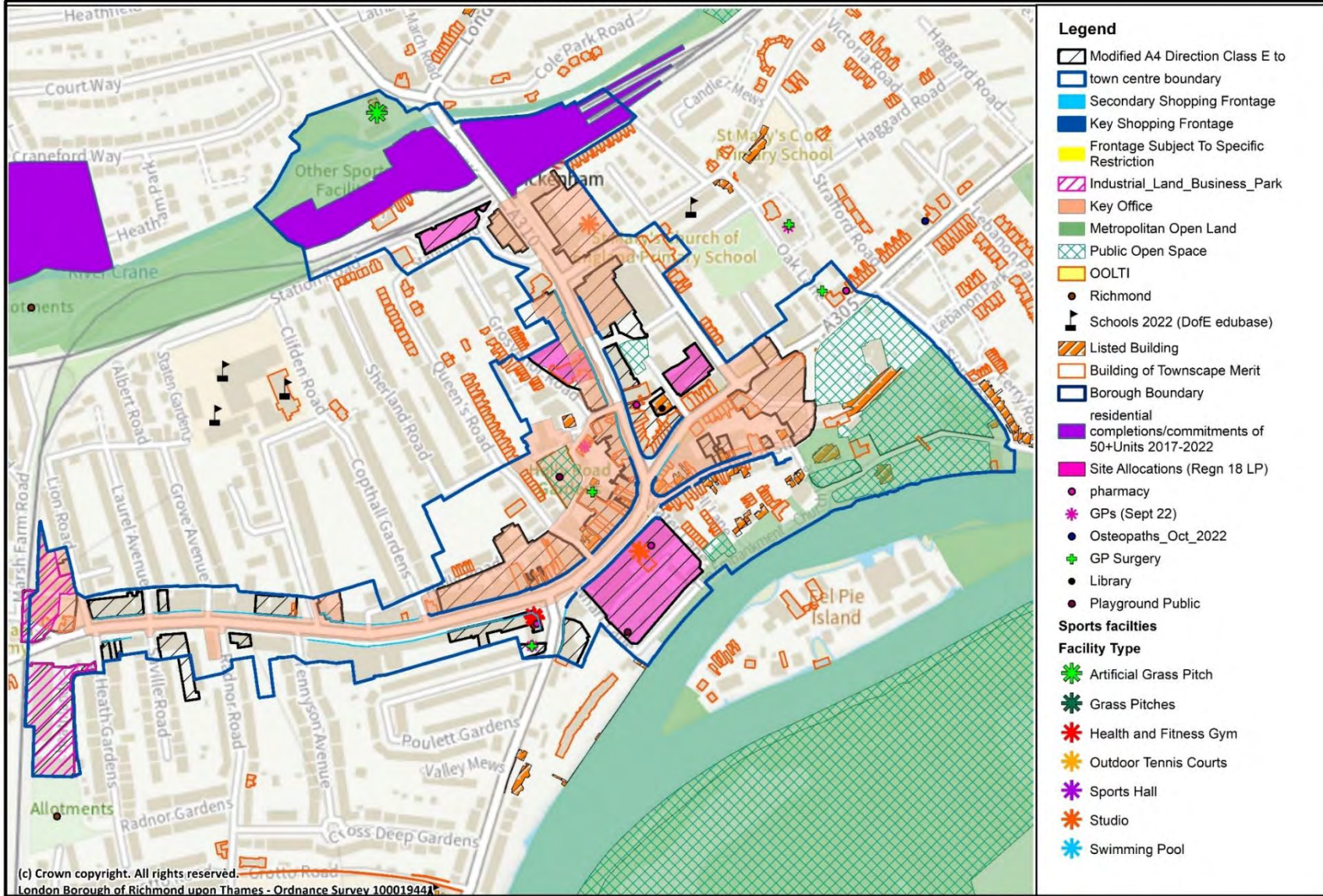
**Publication Local Plan (Regulation 19):** TCB, PSA, SAs – 15, 16, 17



Twickenham Station



### Overview Map: Twickenham



Source: SSA GIS mapping

**Local Plan Area Strategies** (Publication Local Plan<sup>3</sup>)

Overall Strategy: “For Twickenham Town Centre and Green the strategy identifies a strong sense of place, with the opportunity to enhance a coherent distinctiveness and strengthen existing character by upgrading inconsistent developments.”

Vision: “The vision for Twickenham is that it is a connected community with good access to leisure facilities, green spaces and its rivers, community networks and services.

The vision for Twickenham town centre is to serve local residents, workers and visitors – a destination of choice with a unique sense of place. The town will meet modern requirements and have a strong local economy whilst making the most of its distinctive heritage, open spaces and riverside.

The aim is to rejuvenate its business and cultural offer, with a new focus created by the riverfront experience, through development of key sites.

Twickenham’s important sporting and cultural attractions will be maximised and disruption to local residents and businesses minimised.”

Policy: Future development in this place is expected to: (extract)

- Contribute to a sense of activity and vibrancy in the town and local centres, to encourage arts, culture and leisure developments to enhance the mixed-use potential of the area and make it more of a destination to spend time.
- Encourage the provision of office floorspace and new flexible workspaces within the town centre and intensification of existing employment sites to provide for jobs and support local businesses.
- Ensure that any expansion and management of entertainment and leisure facilities is sensitive to the amenity of people who live in the centre and the wider functioning of the area, promoting the night-time economy through diversifying the range of cultural venues and offers, encouraging on-street al fresco dining and making a welcoming environment for all night-time economy users and workers.
- Enhance the public realm through creating high quality spaces and implement more high-quality street furniture, including ... providing a new public square or civic space at Twickenham Riverside.....
- Promote routes for active travel and exercise, encouraging healthy activity and exploration of the area by local workers, visitors and residents...
- Contribute to protecting, enhancing and making the most of the character of the built and open environment, including the River Thames and Crane riversides and associated river related activities and Twickenham working waterfront, including preserving and enhancing public access to the Thames.
- Support the cultural and community offer for both residents and visitors around the Twickenham Cultural Quarter, including the area focused around the Civic Centre, York House and Gardens, the Mary Wallace Theatre, Twickenham Museum and Library, with potential to extend as a cultural hub into the town centre and along the Riverside, to provide a destination for visitors, and encouraging outdoor temporary and permanent art and theatre interventions.

#### Twickenham: Strengths & weaknesses identified in the Richmond Retail and Leisure Study 2023<sup>2</sup>

##### Strengths

- Good food supermarkets (Waitrose, Iceland Tesco Express, the Coop and Marks & Spencer Simply Food).
- Lowest vacancy rate of the five town centres
- Church Street and side roads leading to the Embankment provide a quieter shopping experience with less traffic, outside seating and public green space/planting.
- A good range of non-retail service facilities with all but one of the categories well represented.
- The provision of restaurants/cafes is significantly higher than the national average.

##### Weaknesses

- Limited number and selection of comparison retailers and few multiple comparison retailers for its size.
- The busy A305 dissects the town centre.
- Crime rate higher than borough average.
- Number of car parking spaces raised as an issue in a high proportion of survey responses, although there is significant parking provision in the centre.

Source: [RRLS Phase 2 2023](#)<sup>2</sup>& SSA.

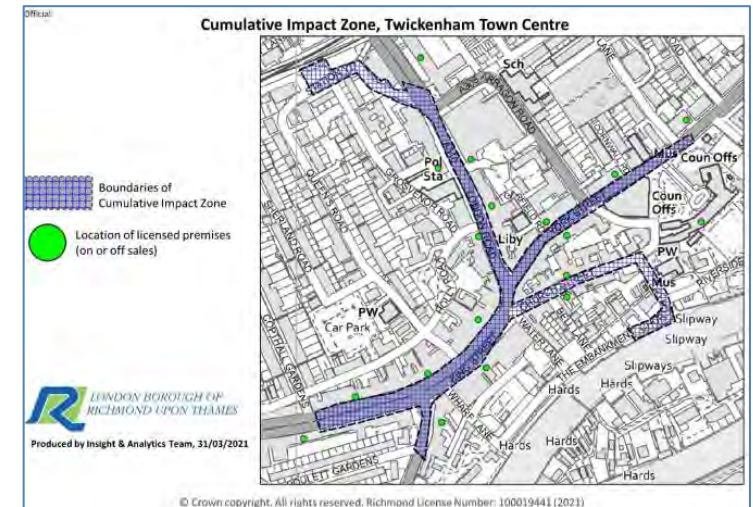
**Related Area specific strategies –**

[Licensing Policy – Cumulative Impact Policy](#)<sup>i</sup> which applies in Twickenham in the areas indicated on the map opposite.

**[Twickenham Area Action Plan \(TAAP\)](#)**<sup>j</sup>

The Area Action Plan provides a framework for achieving the revitalisation of the centre, through the redevelopment of key sites, reduction in the impact of traffic and environmental improvements. It focuses on achieving and promoting the town centre as an employment location, district retail centre, visitor and tourist destination, centre for sports, leisure, arts and cultural activities as well as a more diverse evening economy. Please note the TAAP will be superseded by the emerging Local Plan when adopted.

[Business Improvement District](#)<sup>k</sup> Discover Twickenham which was voted in following a ballot held in January 2019.

**Village Plan SPD (Twickenham)**<sup>13</sup>

This document provides a vision and planning policy aims for Twickenham Village.

Vision: “The vision for central Twickenham is based on a high quality centre serving local residents, workers and visitors to meet modern requirements and have a strong local economy whilst making the most of its distinctive heritage, open spaces and riverside.”

Several Character Areas/ Conservation Areas covering the town centre. In relation to Twickenham Riverside it is noted that

- Domination of traffic and poor pedestrian safety leading to clutter of signage and street.
- Loss of original or quality shop fronts and unsympathetic alterations and advertisement.

<sup>i</sup> [licensing\\_policy\\_january\\_2022.pdf \(richmond.gov.uk\)](#)

<sup>j</sup> [https://www.richmond.gov.uk/twickenham\\_area\\_action\\_plan](https://www.richmond.gov.uk/twickenham_area_action_plan)

<sup>k</sup> <https://discovertwickenham.co.uk/>

**Urban Design Study 2023<sup>12</sup>**: A great deal of information on the area is included in the report which cannot be reproduced in full. Please see the full document on the Council's website.

Twickenham Town Centre is located within the Twickenham Town Centre and Green character area.

Character area strategy: The historic fabric, Green and characteristics of the historic and modest-scale shop terraces, the area around King Street, give Twickenham Town Centre and Green a strong sense of place. There are some elements and poorly designed buildings (e.g. Regal House), and the dominance of traffic along main roads detracts from the area's permeability and character. There is opportunity to enhance a coherent distinctiveness and strengthen existing character by upgrading inconsistent developments to a similar quality as the recent station developments.

Character area design guidance includes:

- Higher storeys should be set back so that buildings are less imposing and larger developments should provide excellent public realm and active frontages.
- Upgrade elements of poor design quality that undermine the historic character and identity of the area, notably areas of infill and post-war development.
- Ensure ground-floor commercial conversions retain building details and windows. Upgrade façades of existing, poor conversions, such as the Tesco store on Colne Road.
- Encourage arts, culture, and leisure developments to enhance the mixed-use potential of the area and make it more of a destination to spend time.
- Widen pavements and create more high-quality public realm spaces for dwelling rather than narrow, transient spaces.
- Introduce further traffic management to reduce the dominance of cars and promote active travel.

In 2021 a series of **Community Conversations<sup>11</sup>** 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:

- Town centre managers help business and look strategically at an area.
  - Need to keep banks and post offices open, loss of RSB one less reason to go to Twickenham High St.
  - Should be able to demonstrate unmet need for a particular shop and fill empty shops accordingly
  - Council needs to develop more community initiatives to support retailers – easier to run events with less red tape
  - Would love a flagship store in Twickenham like Zara to bring you to the High St.
  - Better restaurants in Twickenham in the evening for eating out.
  - Good restaurants in Twickenham but need for more diverse cuisine.
  - Need to focus on high end and mid-range shops, including clothes shops to make Twickenham more of a destination.
- 
- Lack of options for young people, need multi-games site for young people in Twickenham.
  - A Twickenham hub for wellbeing of all age groups, including mental health support.
  - Create more of a buzz with festivals, performing arts, literary arts, musical heritage of Eel Pie Island – give people a reason to visit Twickenham beyond shopping.
- 
- Need for traffic calming in Twickenham.
  - Twickenham High St is too noisy and busy – puts people off using the High St.
  - More outdoor dining options on the Riverside.
  - Twickenham Riverside between the Barmy Arms and where the tow path ends is wasted. There shouldn't be cars parked there – should be kept for disabled and cyclists.
  - Twickenham too busy on rugby events – leaves lots of litter and mess.
  - Halo effect of pedestrianisation, pushing more people to use the area e.g. Church St.



Church Street

- Need to rethink retail being the main driver to the new Riverside development – make it a cultural destination
- Need for events on Rugby days to offset for local families

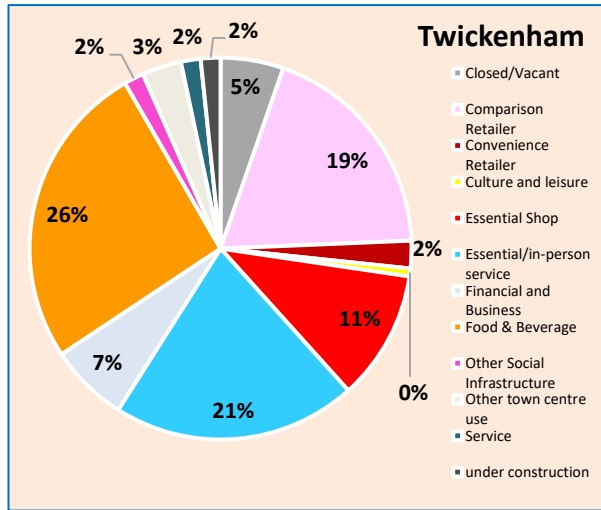
**Conservation Area Appraisals<sup>25</sup>** – Twickenham Riverside, Queens Road Twickenham, Amyand Park Road (small part).

**Main thrust of Reg 18 Consultation responses. Please see the Council’s website for a Schedule of all responses in full<sup>3</sup>.**

This section is not intended to capture all responses which might be relevant but gives a flavour of responses made. Please see also the equivalent section for Richmond town centre which includes some comments not specific to individual town centres:

- The variety of shops and uses should be increased and encouraged there are too many of the same type of outlet in Twickenham town centre for example, cafes, barbers etc.
- Twickenham Town Centre and Twickenham Green have a high sensitivity to change and require as much naturalising as possible because of the high density of development in the surrounding streets.
- Southwest London Clinical Commissioning Group (CCG) - We note that there are a number of sites within Twickenham town centre which have potential for residential use and collectively will have a cumulative impact of healthcare infrastructure.
- Concern that Twickenham Riverside Site Allocation is not financially viable.

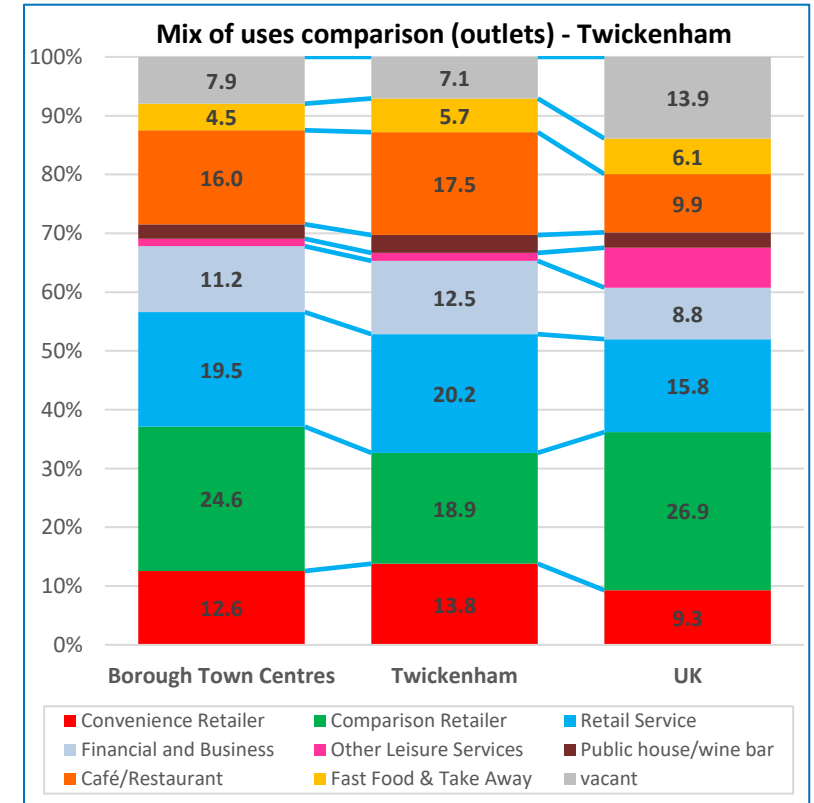
**Composition of centre:**



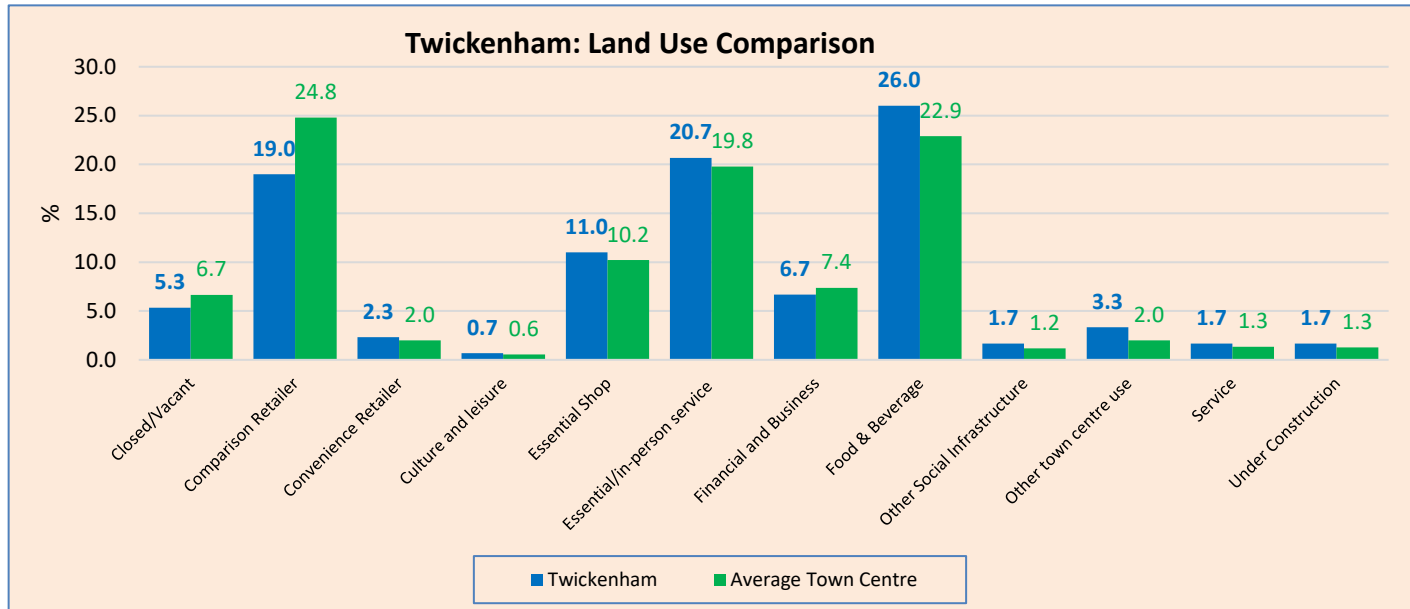
Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

Twickenham also has a larger than average proportion of essential shops and essential services than the average borough town centre. However, the proportion of comparison retailers is below the average. It has 57 comparison retailers, less than Richmond and East Sheen but more than Whitton and Teddington.

Twickenham town centre has approximately 300 commercial units/community uses recorded by the Council’s 2022 Town Centre Land Use Survey<sup>14</sup>. Over a quarter of units in Twickenham are businesses in the Food & Beverage sector – cafes, restaurants and pubs/wine bars, and is the centre with the greatest proportion of such uses. Prior to the pandemic Twickenham town centre’s daytime population included many office workers employed at large office blocks such as Regal House, Bridge House and of course the Civic Centre. Twickenham is also the home of the national rugby stadium and serves rugby supporters visiting it and the Stoop. These factors have no doubt supported such a well-developed Food & Beverage sector.



Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> & SSA.



Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

Using GOAD’s<sup>10</sup> dataset it is possible to compare Twickenham to a hypothetical “average UK town”. The same categorisation of land uses has been applied to the Town Centre Land Use data 2022<sup>14</sup> to provide a borough comparator<sup>1</sup>. In terms of numbers of outlets, Twickenham differs from the UK average having fewer comparison retailers but more convenience retailers and more retail, leisure and financial and business services. This is roughly the same picture as in 2015. Overall the amount of floorspace in the centre has increased slightly since 2015 (with some redevelopment on Heath Road). If we look further back to 2005, Twickenham’s score (outlets) for comparison retail was 72 and for convenience retail only 63. In 2005 Twickenham had c.12,500m<sup>2</sup> of comparison retail floorspace, and 5,800m<sup>2</sup> of convenience retail floorspace. The latest floorspace figures show an increase in both retail sectors, particularly in convenience shopping.

	2015				2022			
	outlets		floorspace		outlets		floorspace	
	number	UK index	amount m2	UK index	number	UK index	amount m2	UK index
<b>Total</b>	<b>292</b>		<b>47,700</b>		<b>289</b>		<b>49,000</b>	
<b>comparison</b> retail (non-food shopping)	74	79	12,800	75	69	89	11,800	80
<b>convenience</b> retail (food shopping including newsagents, shoe repairs, markets)	26	104	6,000	83	30	112	7,000	93
<b>retail services</b> (including health & beauty, POs, travel agents, vehicle repair, opticians, petrol filling stations, photo processing)	50	119	5,500	155	49	108	4,700	132
<b>leisure services</b> (cafes, bars, restaurants, pubs, hotels, night clubs)	80	121	12,800	115	91	124	15,100	118
<b>financial &amp; business services</b> (banks & building societies, business services, printing & property services, building supplies and services)	35	112	7,700	198	27	107	7,200	223
vacant	27	81	2,900	67	23	57	3,200	47

<sup>1</sup> Please note boundaries and survey dates between datasets are not identical.

© Copyright Experian GOAD. Source - Experian Category Report<sup>10</sup>

Notes: Index of 100 = UK average, less than 100 indicates under provision and more than 100 over provision. Total may not sum due to rounding.

Floorspace data are ground floor footprint only

We can look in more detail at how Twickenham compares with the UK average town. Heath Road has several businesses selling DIY, soft furnishings, fitted kitchens, carpets etc. Twickenham also has good convenience provision in a range of retailers and unusually a fishmonger in the centre. Conversely supermarkets are under-represented, although Waitrose, Marks & Spencer Simply Food, Tesco, Sainsburys (Twickenham Station) and Co-op are all represented. Twickenham has a higher proportion of businesses in the leisure services sector, particularly restaurants, serving rugby supporters, office workers and locals alike.

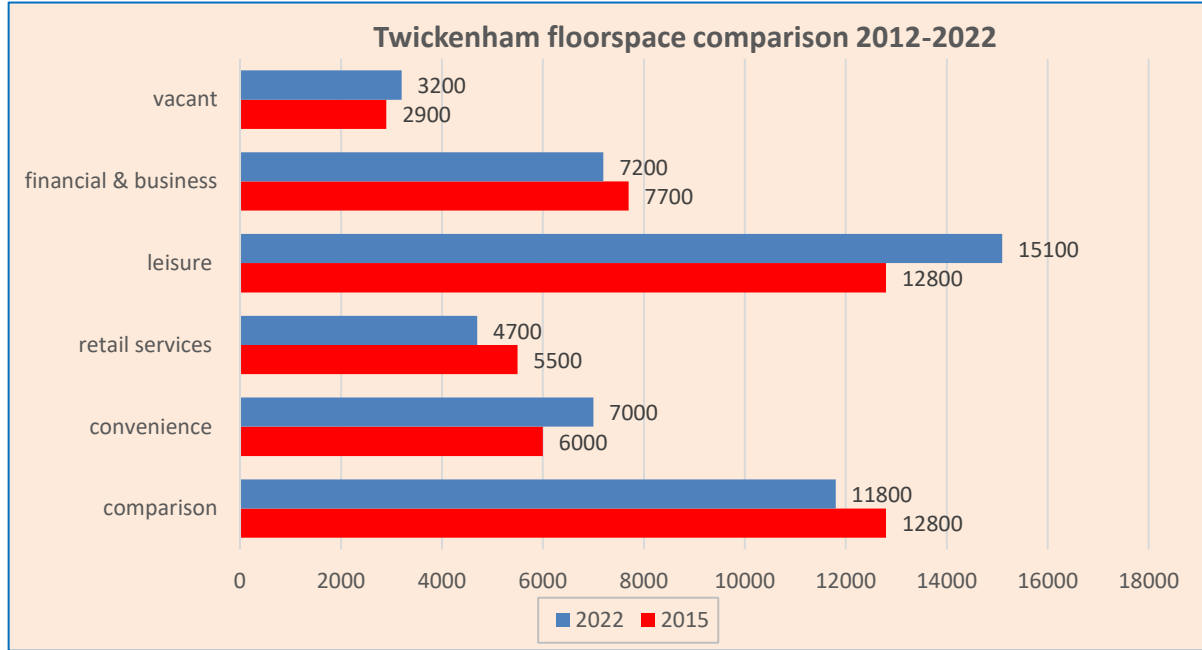
Selected sectors from the GOAD<sup>10</sup> category report for Twickenham town centre. Score in brackets. **Score of 100 indicates that the centre is exactly the same as the UK average in terms of the proportion of outlets in that sector, a score of more than 100 indicates over-representation and less than 100 equals under-representation.**

Fewer outlets than the UK average	More outlets than the UK average
<p><b>Comparison shopping:</b> No antique shops, childrens /infants wear, footwear, gardens &amp; equipment, greetings cards etc Even though there are 5 charity shops in Twickenham, the proportion is still below the average. Charity shops (71) Ladieswear and accessories (56)</p> <p><b>Convenience shopping:</b> butchers (59), supermarkets (89) bakers (77) CTN (32)</p> <p><b>Retail services:</b> Nothing significant missing.</p> <p><b>Leisure services:</b> No nightclub, hotels and guesthouses (40)</p> <p><b>Financial and business:</b> Retail banks (72)</p> <p><b>Vacant outlets (57) – 23 outlets</b></p>	<p><b>Comparison shopping:</b> Carpets and flooring (400), Cycles &amp; Accessories (299) DIY &amp; home improvement (267), Fitted furniture (364) Newsagents &amp; stationers (353)</p> <p><b>Convenience shopping:</b> Heath foods (220), Fishmonger (289) Frozen foods (126), greengrocer (149), grocer &amp; deli (225) off licence (255)</p> <p><b>Retail services:</b> Health &amp; Beauty (106) – 33 outlets, drycleaner/laundrette (268), photo processing (250)</p> <p><b>Leisure services:</b> Cafes (132) – 19 outlets; Takeaways (109) – 19 outlets. Pubs (120) – 9 plus 4 wine bars; Restaurants (191) – 27 outlets. Sports and leisure (182) This dataset incorrectly records Twickenham as having no theatre.</p> <p><b>Financial and business:</b> Building supplies (290); Property services (168)</p>

© Copyright Experian GOAD. Source- Experian Category Report

Between 2015 and 2022 the number of comparison goods shops has fallen from 77 to 69. Over the same period the number of pubs & wine bars rose from 11 to 13, restaurants fell slightly from 28 to 27, the number of cafes rose significantly from 14 to 19 and takeaways from 16 to 19. Looking further back, in 2005 the commensurate figures were 18 pubs/wine bars, 13 cafes, 16 takeaways and 25 restaurants. Therefore, over the longer term the centre has seen a fall in the number of pubs & wine bars, but considerable growth in the number of cafes.

Floorspace<sup>10</sup>:



According to GOAD, Twickenham has approximately 49,000m<sup>2</sup> of floorspace in total.

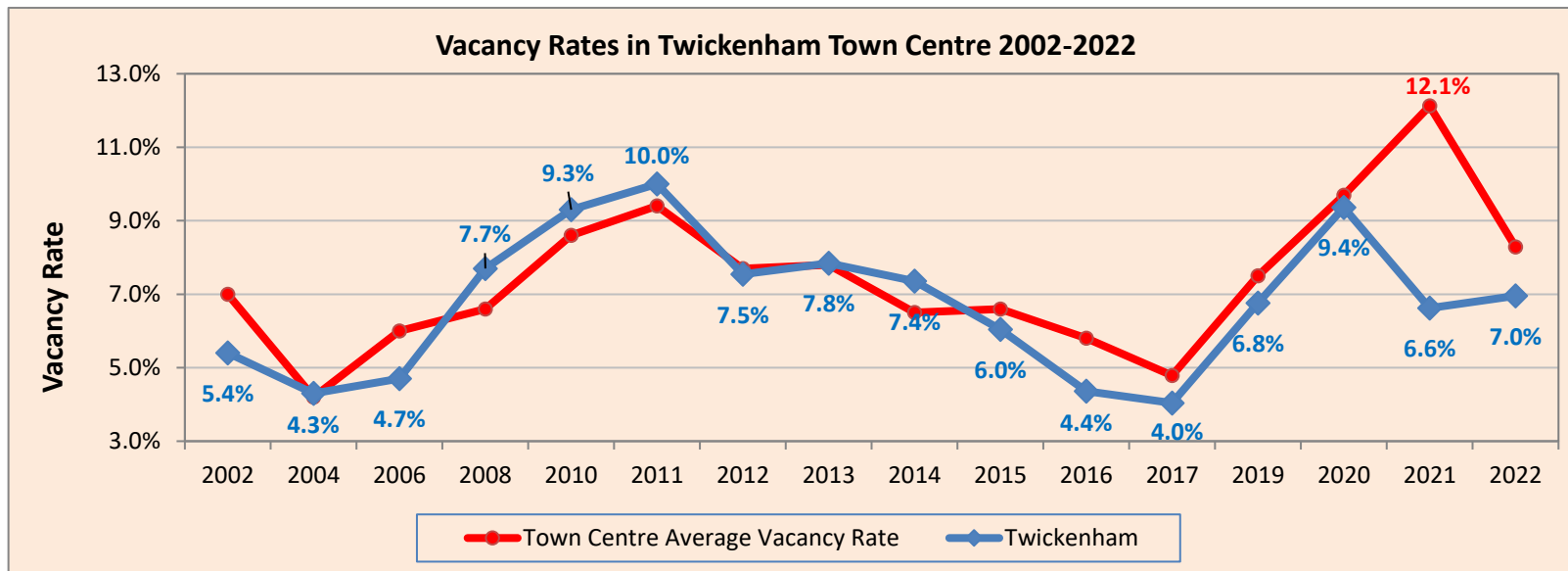
1500m<sup>2</sup> of floorspace occupied by a multiple, approximately a third of which is in the leisure services sector which includes chain restaurants and pubs.

As with Richmond, the amount of comparison floorspace has decreased, whilst the leisure sector has increased. However, the amount of comparison goods decrease is less dramatic in Twickenham, amounting to a loss of only approximately 1,000m<sup>2</sup>.

The amount of vacant floorspace (3200m<sup>2</sup>) has not increased significantly since 2015, an increase of only c300m<sup>2</sup>. In 2005 the equivalent figure was much lower - 1,200m<sup>2</sup>. However, 1999 data put the figure at approximately 4,600m<sup>2</sup>.

Compared to the UK average, Twickenham has fewer vacant units and floorspace.

© Copyright Experian GOAD. Source- Experian Category Reports<sup>10</sup>



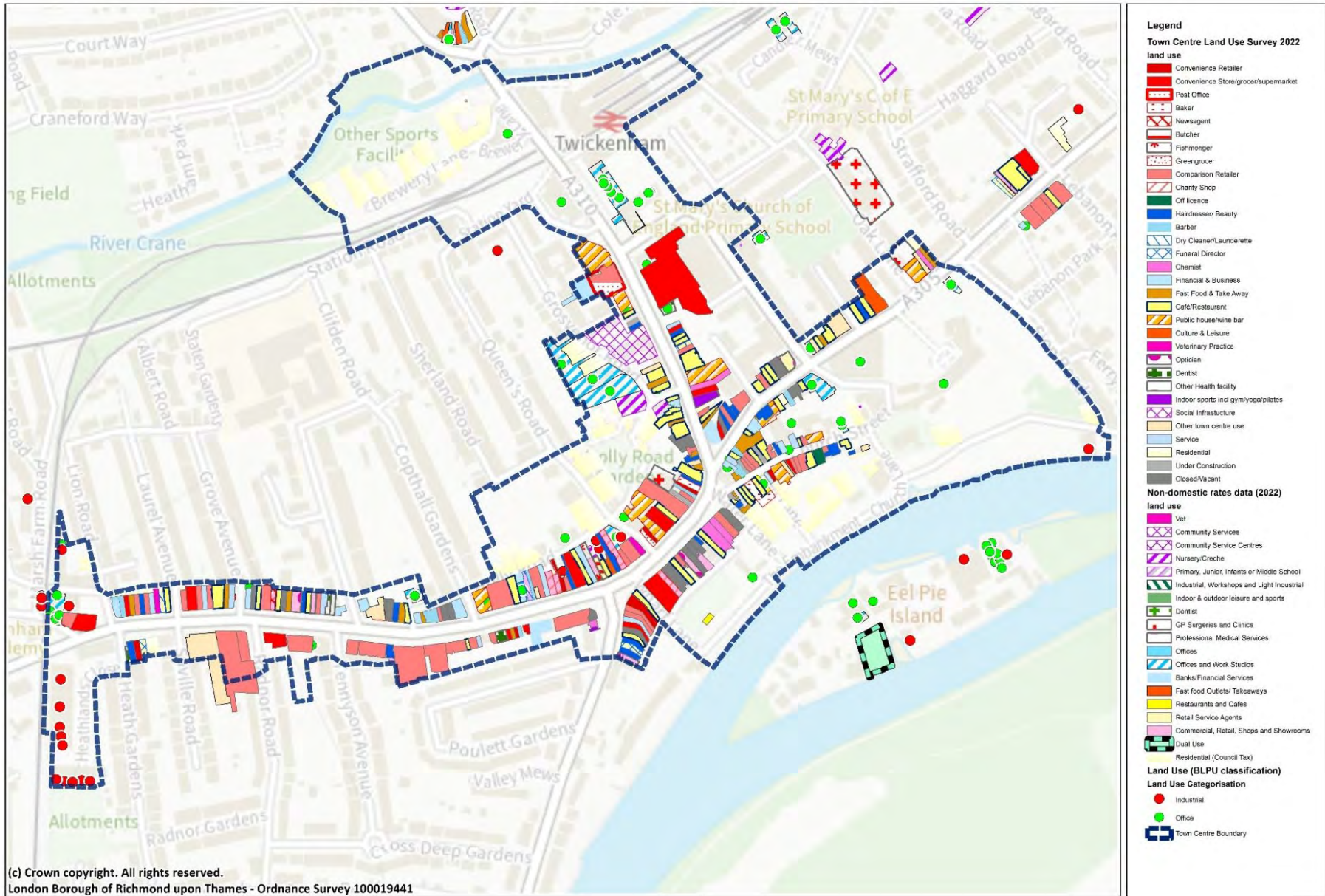
Vacancy data:

In 2022 Twickenham’s all frontage vacancy rate was 7%, up from 6.6% in 2021 but slightly lower than the 2022 town centre average of 7.8%. The graph above shows how Twickenham has closely mirrored vacancy rates for borough town centres. However, in 2021 Twickenham’s vacancy rates were notably lower than the average. This appears to indicate Twickenham is a strong/healthy centre which should withstand changes including the Covid19 pandemic. The spending data seem to point to the same conclusion.

Source: SSA Town Centre Land Use Surveys <sup>14</sup>.

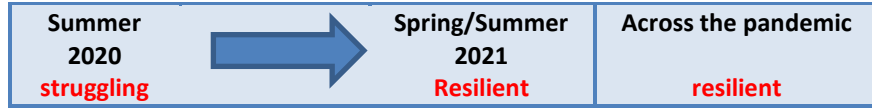


### Twickenham: Land Use Map



**Benchmarking<sup>7</sup>** –The Javelin Group have allocated Twickenham a Venuescore of 77 and a UK rank of 363 out of 3,500 retail destinations (2017 data). The index uses market size in terms of consumer expenditure and on other factors including the presence of multiple retailers. Twickenham is categorised as having a “middle” market position and is ranked the highest of the district centres in the borough, with a score more than double similar centres in the borough.

**Resilience to the pandemic**

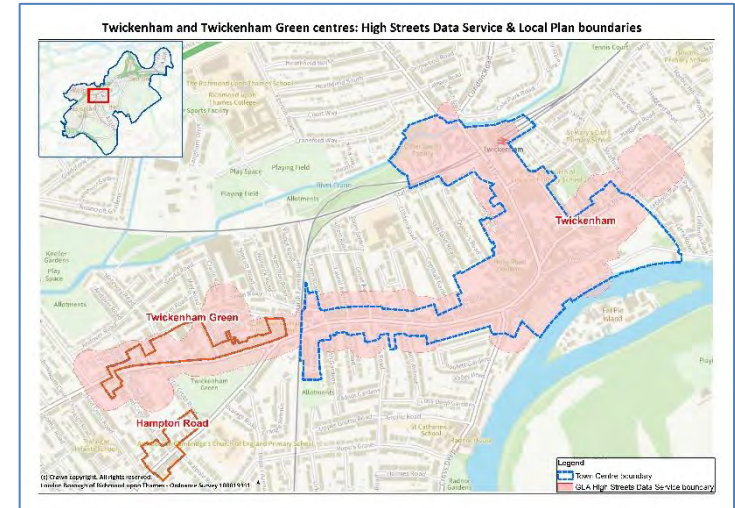


Source: High Streets Data Service<sup>6</sup>.

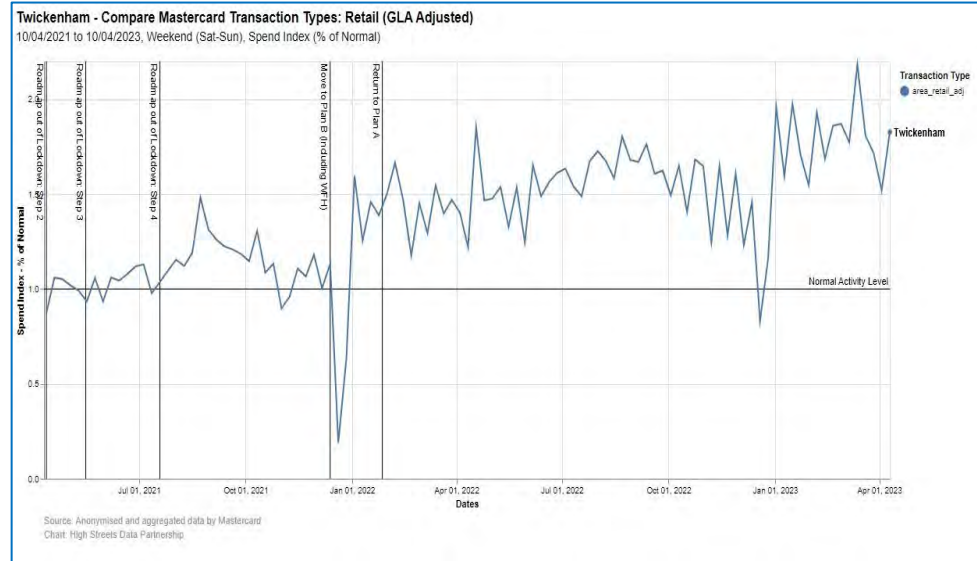
Twickenham (including Twickenham Green in this dataset) is one of the few centres in the borough classified by the GLA as resilient to the pandemic in 2021.

**Changes in spending**

The High Streets Data Service<sup>6</sup> also provide spending data from Mastercard transactions. In terms of the Spending Index, levels of spend in Twickenham appears to have recovered to above pre-pandemic levels at the weekend and during the week. (GLA adjusted figures – See Appendix 1). Twickenham sits in the middle in terms of spending recovery with Whitton and East Sheen making greater gains proportionally, whereas Twickenham’s increase in spending compared to the previous year’s norm is greater than in Richmond or East Sheen.

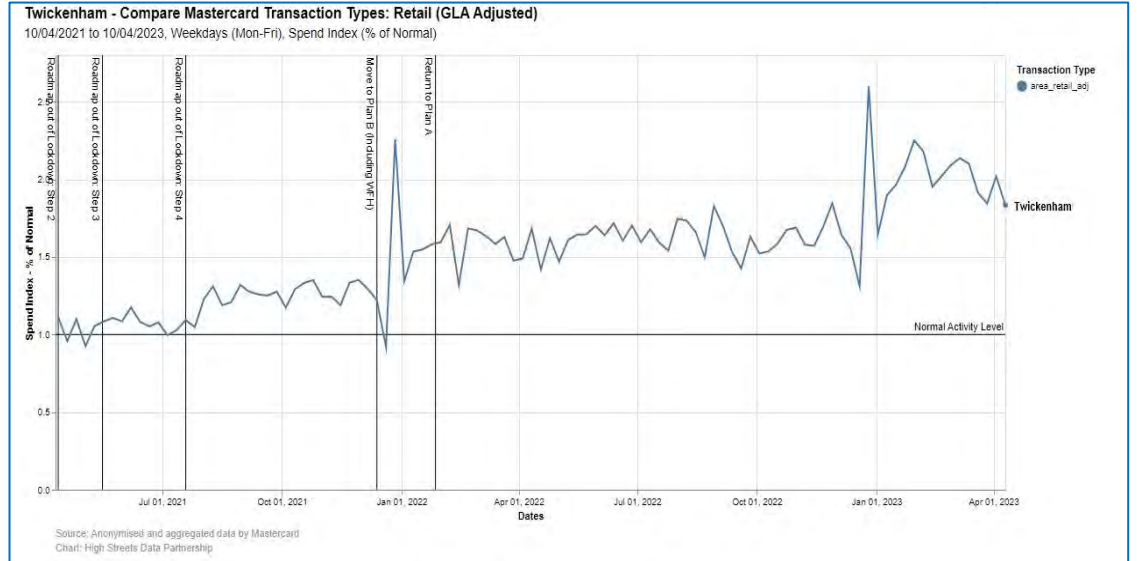


**Spend data for weekends**



Source: High Streets Data Service<sup>6</sup>

**Spend date for weekdays**



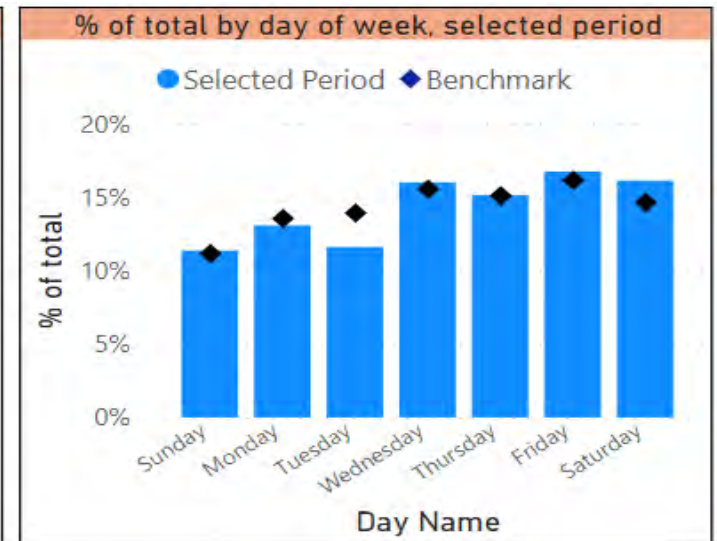
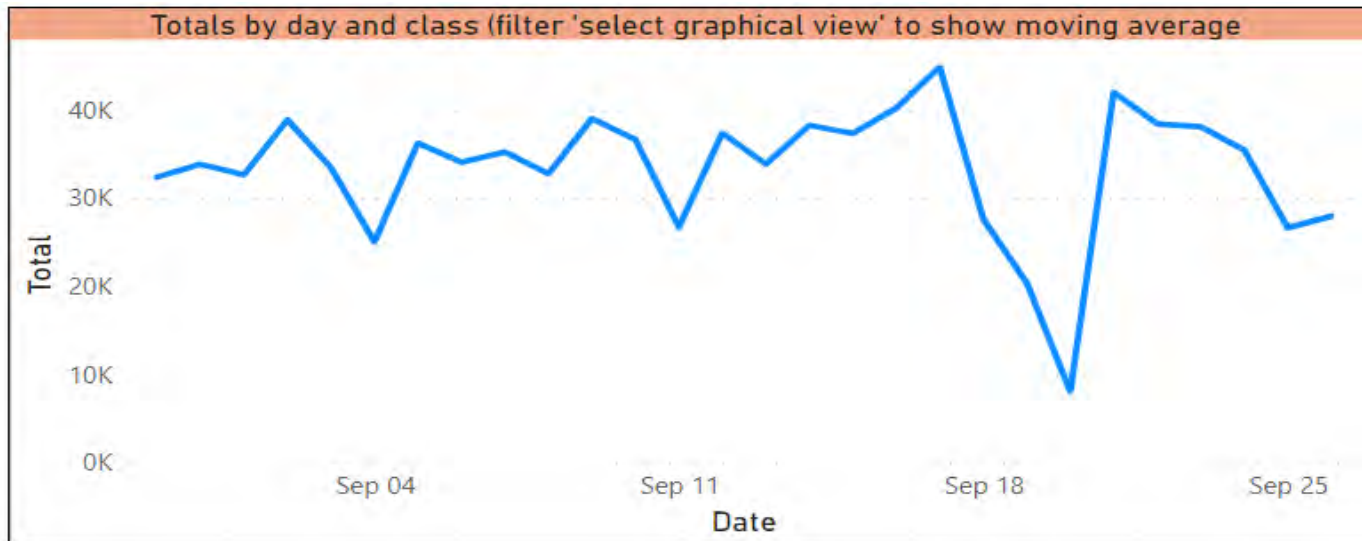
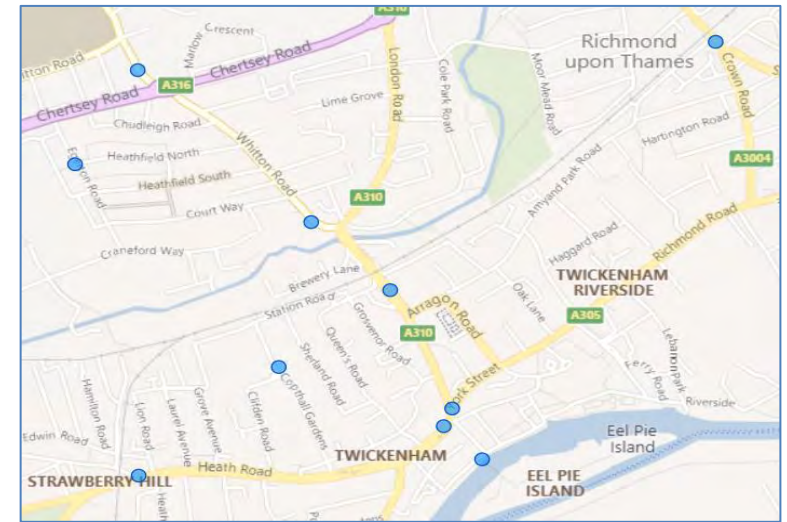
**Traffic Sensor counts<sup>16</sup>**

The graph below shows the number of pedestrian detections in September 2022 for sensors in Twickenham town centre between the 30 August & 26 September 2022. In total this amounts for approximately 940,000 pedestrian detections (both in and out) over that 4 week period. The benchmark period is 5 July – 26 September (last 3 months).

The Twickenham Town Centre group of sensors show a clear Friday and Saturday peak and average pedestrian flows of approximately 33,000/day. Pedestrians account for about 14% of all detections. All vehicle, cyclist and pedestrian detections amount to an average of approximately 133,000/day.

Saturday counts are above the benchmark figure in September, with Monday & Tuesday counts dropping below the benchmark. Data for the last six months shows the importance of Friday to the centre, busier than Sunday over this longer period.

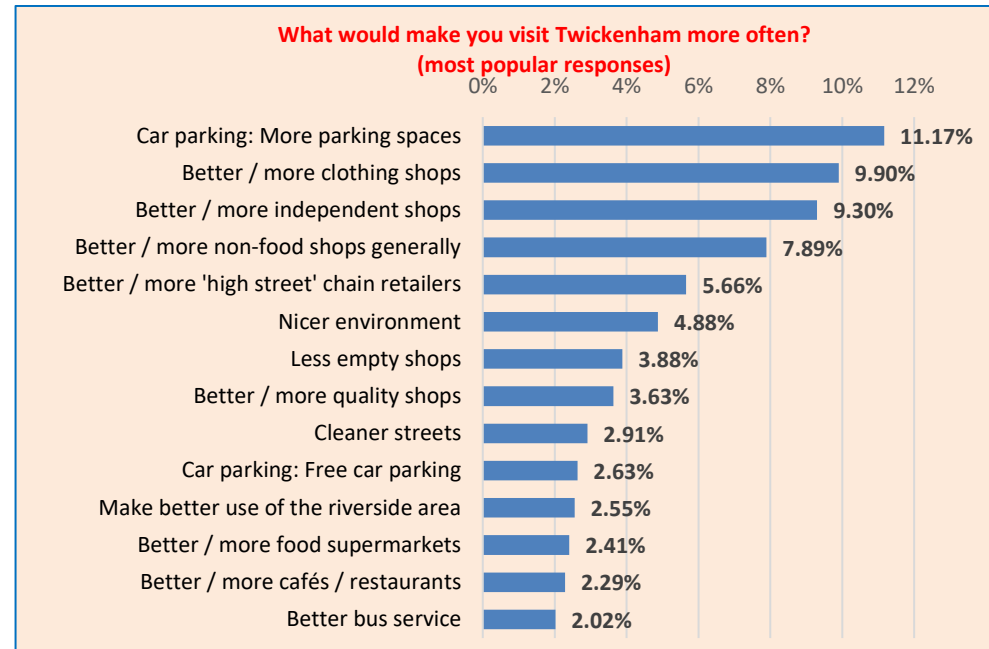
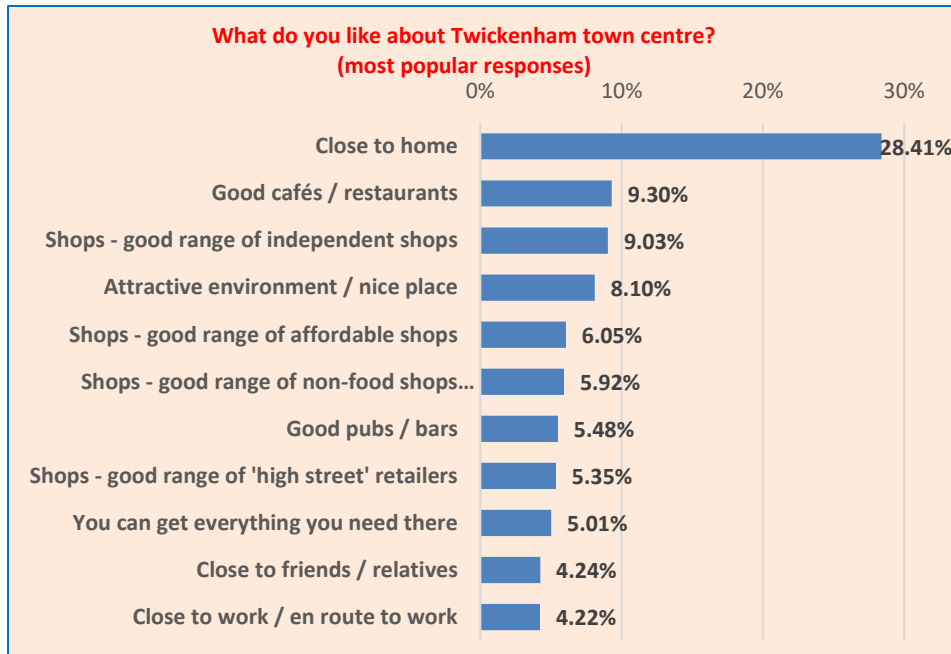
Please note the Twickenham Town Centre group of sensors includes some sensors outside the town centre boundary for the purposes of this dataset. Looking at the data for 6 months, the sensors at King Street junction with York Street & London Road and London Road adjacent Regal House have by far the most pedestrian detections.



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

**Customer views/experience:**

The Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> included a household telephone survey which asked respondents what they liked about the centres they used and what would make them visit more often. The results for those who used Twickenham town centre are displayed in the graphs on the following page:



source: NEMS, as part of Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

These were open questions (and up to 3 answers were coded) which means that that there are many different answers possible. Twickenham was clearly liked most for its convenience being a local resource for those living nearby. The quality of restaurants and cafes, range of independents and generally its attractive environment were also popular responses. Twickenham has a charming embankment and link to Eel Pie Island valued by locals.

In terms of improvements, a need for more car parking was mentioned most frequently, along with better shopping, some looking for more independents and other for multiple retailers. Some of those surveyed wanted better or more independent shops, others wanted more multiples. Of note is that the second most popular answer was a desire for more clothing shops.

The household survey results indicate 53% of respondents across the study area had used shops and services in Twickenham in the last year, the second highest of the five town centres in the Borough. Circa 87% living in the local area (Zone 2) had visited the centre. Only 3% of respondents indicated that they do most of their non-food shopping in Twickenham, which is significantly lower than Richmond but the same as Teddington. The retail capacity analysis suggests Twickenham town centre attracts only about 40% of its trade from the local Zone 2 but attracts reasonably high levels of trade from the central and western zones in the Borough. The centre has a relatively wide catchment area when compared with Whitton and East Sheen, but a smaller catchment than Richmond. This may be due to an inflow from workers; however, this may be less relevant following the pandemic if the trend towards hybrid working becomes the norm.

In 2021 a series of **Community Consultations**<sup>11</sup> 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:

- Need to keep banks and post offices open.
- Need for markets like Heron Square markets over the weekend in Twickenham. Existing farmers market an asset.
- Council should have more influence over licenses and planning of new retail outlets.
- Go to High Street for small items, tend to use supermarkets for better prices.

- Have a reasonably priced office hotspot for people working from home to meet.
- Generally praise for restaurants in Twickenham, particularly Church Street. Need for more diverse cuisine.
- Need to focus on high end and mid-range shops, including clothes shops to make Twickenham more of a destination.
- Lacking – places for young people, a lido, cinema, wellbeing hub.
- Remove parking from the Embankment.
- Encourage circular economy.
- Retail shouldn't be the main driver of the Riverside redevelopment.

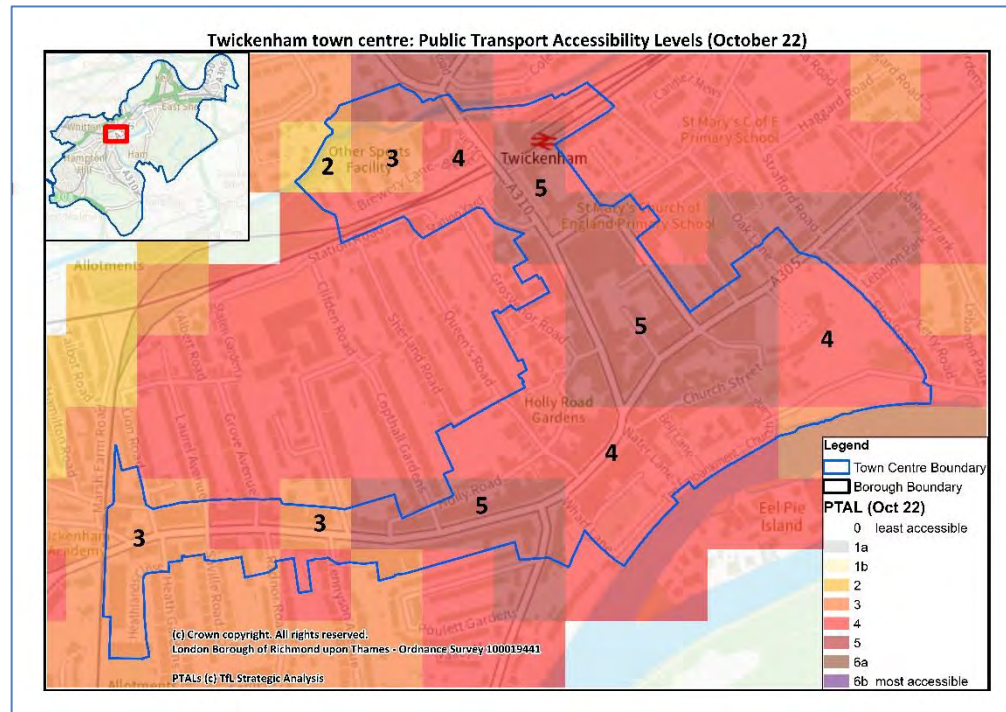
**Urban Design Study 2023<sup>12</sup>**

**Valued features include:**

- Church Street forms a historic and distinctive section of the town centre, with traditional terraced shop fronts and places to eat.
- Landmark Victorian buildings across the area but particularly along Richmond Road, generally located at junctions and including interesting architectural details in stone and brick. Twickenham Library & Holly Road playspace are specifically mentioned.
- High scenic quality of the riverside and open spaces, providing valuable public access for leisure and recreation.

**Negative qualities include:**

- The roads throughout the area are wide and generally heavily trafficked, lending a noisy and cluttered feel to parts of the town centre.
- Large commercial/industrial sheds front onto roads in places detracting from the high street character.



**Accessibility<sup>8</sup>:**

**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 borough<sup>8</sup>.**

Twickenham town centre has good public transport accessibility as illustrated opposite. Although ratings vary somewhat with Heath Road being less accessible than London. Twickenham railway station is on the northern boundary of the town centre and has benefitted from recent major redevelopment. The station has regular trains to Windsor and Eton Riverside, Reading and the London Waterloo loop (via Kingston and Hounslow).

Twickenham is served by several bus routes providing good access to other centres within the Borough and other parts of London including Hammersmith, Chiswick, Tolworth, Hampton Court and Barnes. Bus routes include 33 (24 hours), 261, 267, 281, 290, 490, 681, H22, R68, R70. The N22 provides a night service between Oxford Circus and Fulwell.

Twickenham town centre has four car parks – Arragon Road multi-storey, Church Lane, Holly Road and York House. Richmond Residents, with RichmondCard or have registered with RingGo can get free parking for stays up to 30 minutes or pay the reduced tariffs for longer stays. There is also on-street parking. CPZ D (Central Twickenham) operates in the centre, Monday-Saturday, 08:30-18:30.

Source PTALs © TfL Strategic Analysis

**Capacity<sup>2</sup>:**

The Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> has forecast need for retail and leisure floorspace over the plan period as follows:

Zone	Requirement in m2 (gross) – rounded				
Twickenham		<b>Convenience</b>	<b>Comparison</b>	<b>Food/ Beverage</b>	<b>Total</b>
	By 2034	-800	-900	800	-900
	By 2039	-800	-850	1,050	-600

Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>



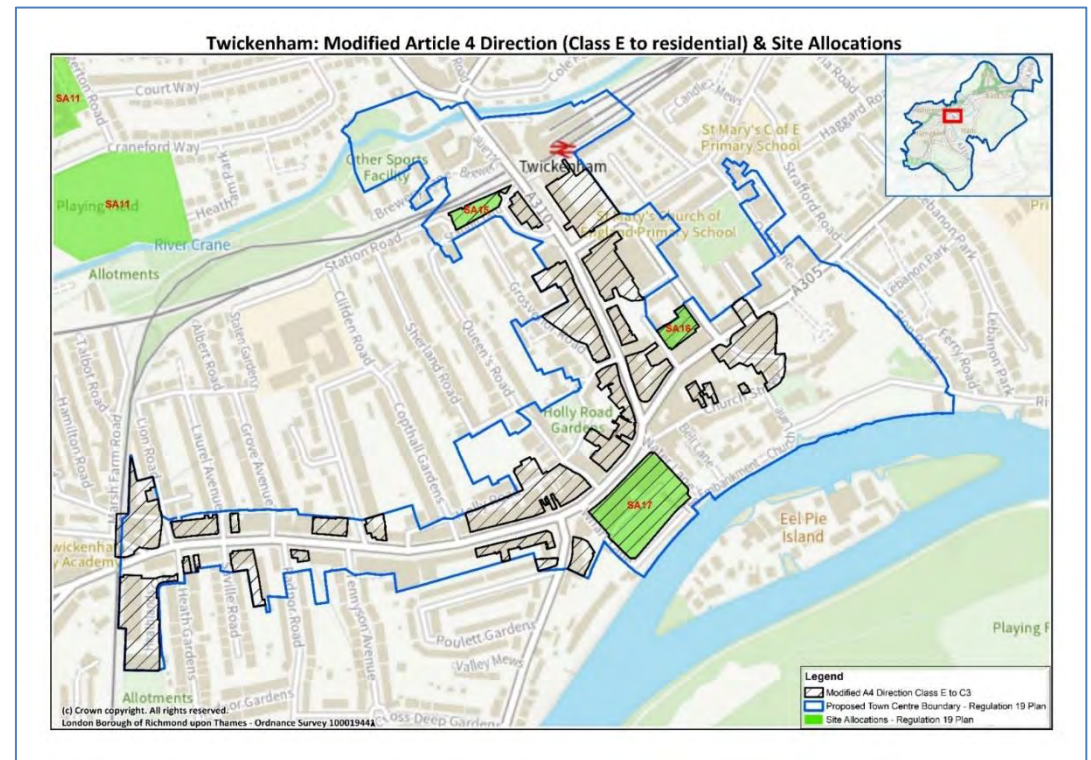
There is no residual requirement for new floorspace in this zone.

Twickenham’s local catchment area includes the wards of St Margaret’s and North Twickenham, Twickenham Riverside and South Twickenham (Zone 2). The household survey results indicate 53% of respondents across the study area had used shops and services in Twickenham in the last year, the second highest of the five town centres in the Borough. Circa 87% living in the local area (Zone 2) had visited the centre. Only 3% of respondents indicated that they do most of their non-food shopping in Twickenham, which is significantly lower than Richmond but the same as Teddington. The retail capacity analysis suggests Twickenham town centre attracts only about 40% of its trade from the local Zone 2 but attracts reasonably high levels of trade from the central and western zones in the Borough. The centre has a relatively wide catchment area when compared with Whitton and East Sheen, but a smaller catchment than Richmond. This may be due to an inflow from workers. However, this may become less relevant following the pandemic if the move towards hybrid working becomes the norm.

Twickenham town centre is in part covered by 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 2022. This level of coverage reflects the need to protect Richmond’s important role & function as the borough’s principal centre, including its comparison shopping role. There are various Site Allocations within the centre which are included in the following map. The Regulation 19 Plan states: “Within the town centre boundary, development is expected at Station Yard (Site Allocation 15) to provide additional residential use, and there is potential for new development to contribute to a mix of uses at Twickenham Telephone Exchange (Site Allocation 16). There is a tall building zone around the station and north of the railway line, where redevelopment has recently occurred, with a surrounding mid-rise buffer, for any future proposals to be considered against Policy 45 Tall and Mid-Rise Building Zones. At Twickenham Riverside and Water Lane/King Street (Site Allocation 17) there is the opportunity for the site to regenerate the town centre and increase footfall, making the Riverside a destination and improving its connectivity.”

Full text of the Area Strategy for Twickenham and the Site Allocations form part of the Publication Local Plan and can be viewed on the Council’s website<sup>3</sup>.

There is potential to increase the resident population which Twickenham serves if site allocations are implemented. In addition, Greggs bakery at Gould Road could also add to this population if application/s are approved and implemented.



**Operator space requirements<sup>m</sup>:**

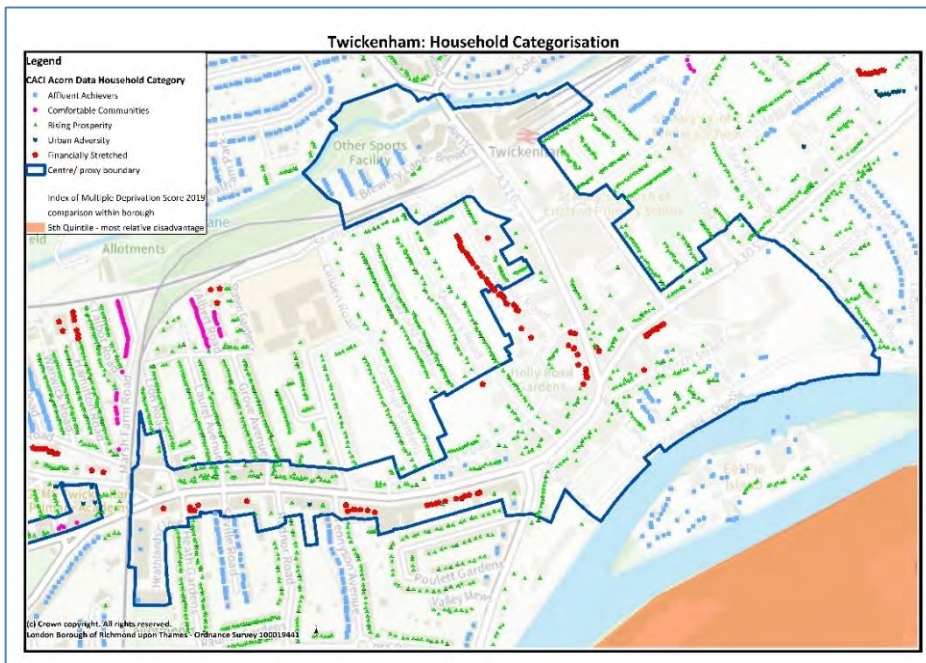
A list is published in Appendix 2 and for Twickenham town centre amounts to 31 businesses including the following retailers: Savers, Pizza Hut, Marks and Spencer, Lidl, The Range, One Stop, Pets at Home, and a wide range of cafes, restaurants & bars. 5 are looking for space of at least 5,000 ft<sup>2</sup> or above. (Source - The Requirements List<sup>17</sup>).

**Public Realm Improvement Fund:**

Progress of projects funded by Public Realm Improvement Fund

Improvement (as at September 2022) <sup>22</sup>	Progress
Improvement/redesign of Garfield Road pocket park <sup>11</sup>	Be Twickenham BID and ward Councillors keen for this space to be improved and used e.g. for small events and as break out space from the high street. Improvements undertaken. New bedding planted; new benches installed; new feature ‘book benches’ installed to create reading area. Awaiting installation of new noticeboard, including a ‘writer’s corner’, and installation of book themed fingerpost directional signage. Discussions on further improvements to the library entrance ongoing.
Outdoor gym at Holly Road <sup>11</sup>	Completed end August.
<b>Update February 2023<sup>23</sup></b>	Operator selected of the innovation and enterprise hub to be developed at 42 York Street using funding from the BIG South London programme.

**Contribution to meeting specific needs:** (In the borough’s five town centres it is accepted that there is adequate retail and service provision.)



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

**CACI Acorn Household Category**

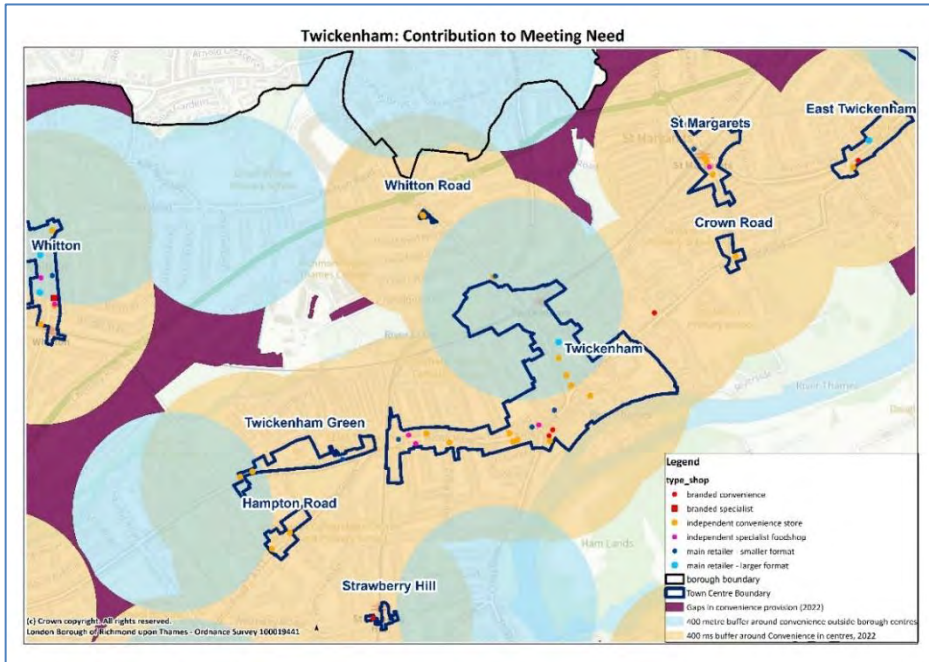
- Affluent Achievers
- Comfortable Communities
- Rising Prosperity
- Urban Adversity
- Financially Stretched

CACI have produced a dataset which categorises households into different typologies<sup>19</sup>. 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 area.

The majority of Twickenham’s households are classed as “rising prosperity” according to the ACORN categorisation. However, there are a notable number classed as in “financially stretched”, as indicated by the red symbol.

Twickenham is not serving a community which is amongst the most relatively disadvantaged on a borough level according to the Index of Multiple Deprivation 2019<sup>9</sup>. However, past research suggested that this centre is particularly important for those households without use of a car for shopping.

<sup>m</sup> Please note that some of the listed requirements are likely to be generic to London centres rather than specifically within LBRuT.



**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 see Technical Appendix for details<sup>20</sup>.

Twickenham may contribute to meeting the needs of those living in a gap in provision to the north of the centre, although it is noted that there are other centres and out of centre provision available in the area.



**Summary:**

Twickenham is categorised as a “district” centre in the Mayor’s town centre network and is an important town centre with a wide range of convenience and comparison goods shopping, employment space, and a cultural and leisure offer including a museum, library and two theatres. It is the home of the English Rugby Football Union and Harlequins RFC at the Stoop both of which support its well-established Food & Beverage offer catering for supporters as well as locals and office workers historically.

**Recommendations:**

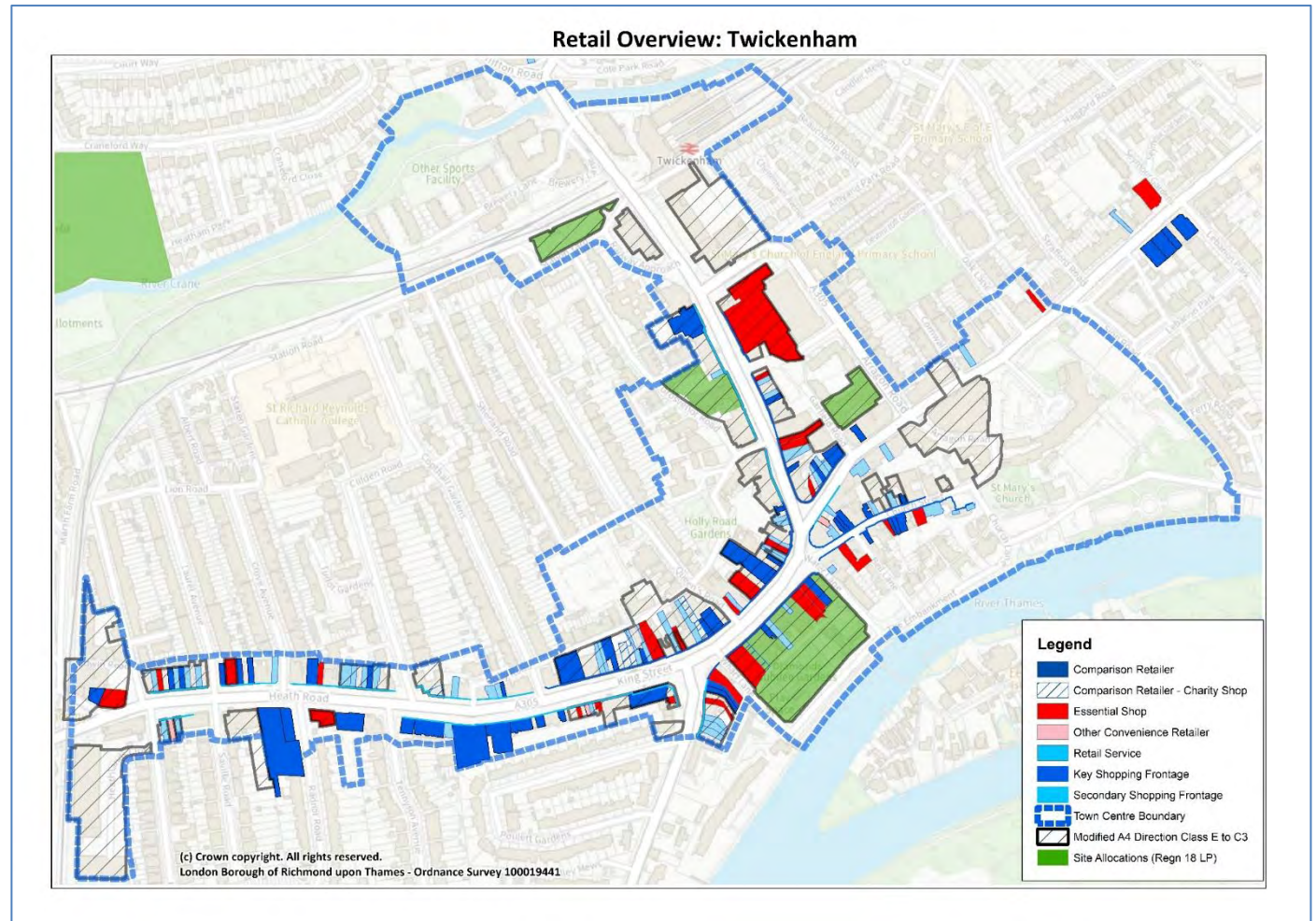
**Hierarchy:** Twickenham is appropriately designated in the top tier of the hierarchy.

**Recommendation:** Designation as town centre.

**Primary Shopping Area (PSA):**

The latest land use data (2022)<sup>14</sup> have been mapped categorising retail into comparison, convenience and retail service (see opposite). They have been further subdivided to show the location of essential shops and charity shops. PSAs are proposed which reflect current retail land use patterns, Article 4 Direction boundaries<sup>5</sup> (restricting change of use from Class E to residential) and exceptions to this PD right and proposed Site Allocations.

In defining the boundaries the location of both independents and multiples are considered as are the areas which offer a unique shopping experience which help to differentiate the centre from others. In Twickenham, Church Street provides alfresco dining space and locally focused independents.



Source: SSA GIS mapping

Most of the multiples are located on London Road/ King Street/ parts of Heath Road. The Council are pursuing plans to comprehensively regenerate Twickenham Riverside. Following a design competition an application was approved in November 2022. The proposed PSA captures blocks dominated by retail uses, recognising that Twickenham is a linear centre.

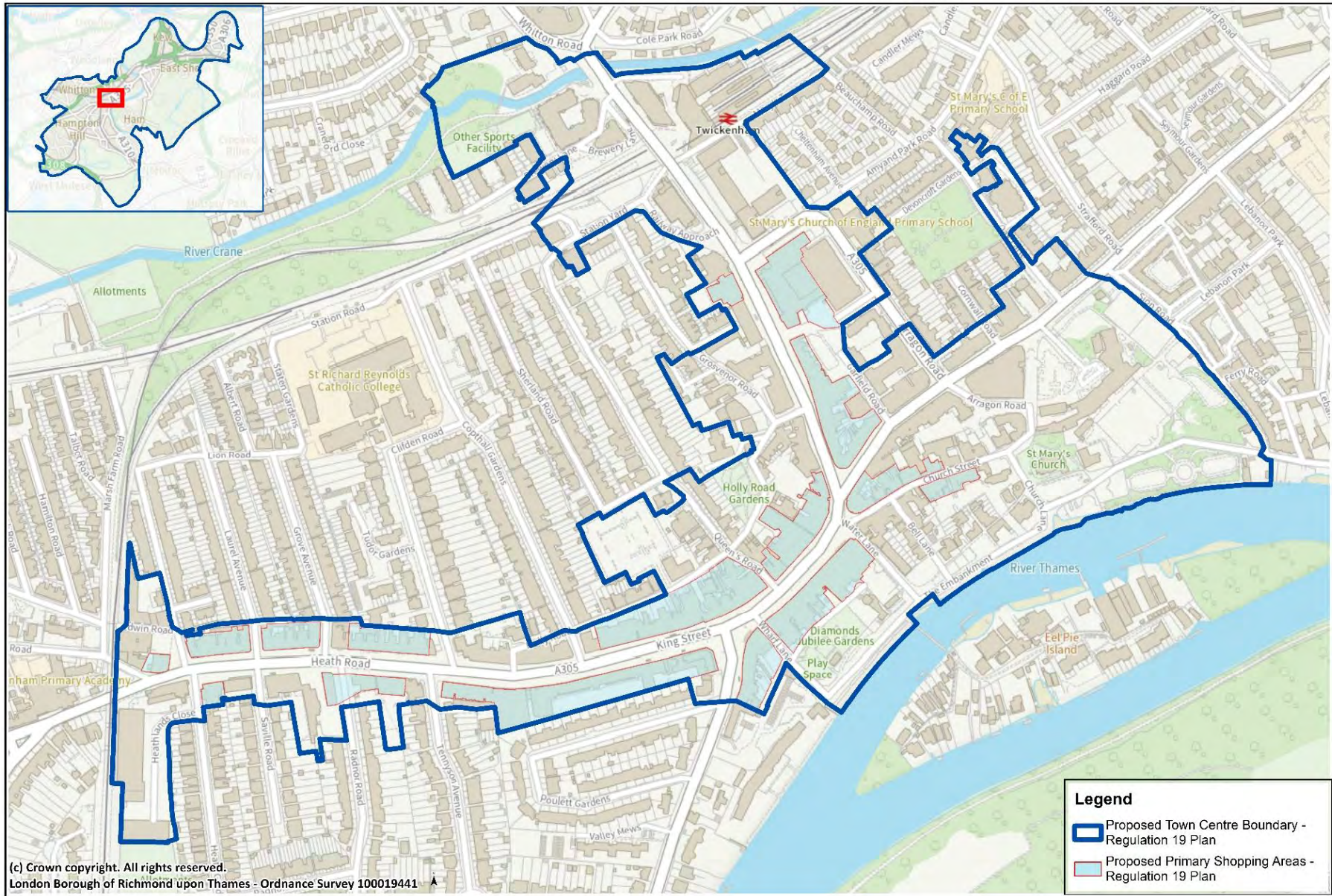
**Recommendation:** A Primary Shopping Area is defined which will be included on the Policies Map as indicated on the map below.

**Town Centre Boundary:**

Lichfields have advised in the Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> that no amendments to Twickenham centre boundary are recommended. However, minor changes are proposed to reflect current land use patterns.

**Recommendation:** Proposed town centre boundary as indicated on the map overleaf.

### Proposed Town Centre & Primary Shopping Area Boundaries: Twickenham



## 6.3 Teddington Town Centre

**Overview:** Teddington is an attractive centre identified as a town centre in the borough's centre hierarchy and a district centre in the Mayor's Town Centre Network as set out in the [London Plan](#). There is an agglomeration of employment uses on Waldegrave Road, Broad Street and on the High Street and the National Physical Laboratory, of national standing, is located in close proximity.

Teddington provides a good range of shops and services and the vacancy rate in the past has been consistently low. The two sections which make up the centre perform different roles with Broad Street the location for the majority of the multiple retailers including Tesco and the High Street being where the majority of the independent retailers/businesses are located in smaller shops with many attractive and quirky shopfronts which add to Teddington's individuality. A Marks & Spencer Simply Food store is also located in the High Street. Thus, the two areas complement each another.

Teddington Memorial Hospital provides a valuable walk in facility, and there are numerous opportunities for sport including a community swimming pool and gym and tennis club. The Elleray Hall centre is to be developed to provide a new community centre and linked affordable housing. The Landmark Arts Centre provides exhibition and community space.

Conservation Area status applies to the east of the centre (CA 37 High Street, Teddington) and (CA 27 Teddington Lock). Teddington has a British Rail station (not directly in the centre) and is located within PTAL 3 (6 indicating high accessibility & 0 indicating low accessibility).

The vision for Teddington set out in the emerging Local Plan is of a busy and safe district centre which will provide a wide range of independent and other shops, employment, leisure, cultural, health and social facilities to support a range of community activities. There are three Site Allocations within the town centre boundary: Teddington Telephone Exchange, Teddington Delivery Office and Teddington Police Station all of which could accommodate mixed use schemes.

### Teddington district centre's key roles include:

- convenience shopping – Tesco and M&S Simply Food suitable for bulk food shopping. Sainsburys Local and Budgens for top-up shopping. These stores are supported by three bakers, four independent convenience stores, two grocers, an off licence, a health shop and a florist.
- comparison shopping – mainly small independent retailers and charity shops, limited numbers of multiple retailing shops selling mostly lower order comparison goods.
- services – reasonable range of services with a significantly high proportion of restaurants/cafes and estate agents/valuers.
- entertainment and evening economy – a good choice of restaurants.
- community facilities – including three dentists, a gymnasium, a doctor's surgery, Teddington Memorial Hospital (with walk in centre), two physiotherapists, a veterinary practice and a library. Additionally, the Landmark Arts Centre provides a community and exhibition space on the High Street.

Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> & SSA.

**Policy:** Teddington is defined as a district centre in the Mayor's town centre hierarchy and is considered a town centre with low growth potential. The area's night-time economy is classified as of more than local significance (NT3). In terms of the Mayor's office guidelines, forming part of the Town Centre Network in the [London Plan](#), Teddington is categorised as C – protect small office capacity – indicating that there is demand for existing office functions, generally within smaller units.



**Adopted plan<sup>1</sup>:** Teddington is classified as a main centre in the adopted Local Plan centre hierarchy.

Designated shopping frontages.

Key Office Areas – 5 within the Town Centre and two nearby:

- Teddington centre and Waldegrave Road
- 127-133 High Street, and 1 & 2A Cambridge Road, Teddington
- 180 High Street, Teddington
- 43-67 Broad Street, Teddington
- 38-42 Hampton Road, Teddington
- 90-120 Church Road, Teddington (nearby)
- National Physical Laboratory, Teddington (nearby)

Industrial Land & Business Parks – two within the Town Centre and one nearby:

- 50-56 Waldegrave Road, Teddington
- National Physical Laboratory and LGC Ltd, Hampton Road, Teddington
- *Teddington Business Park, Station Road, Teddington (nearby)*

Site Allocations:

- SA 5 – Teddington Telephone Exchange
- SA 6 – Teddington Delivery Office

**Regulation 18 Local Plan:** KSF, SSF and ILBP as adopted Plan. KOA renamed KBA, 38-42 Hampton Road removed as there is no remaining office use.

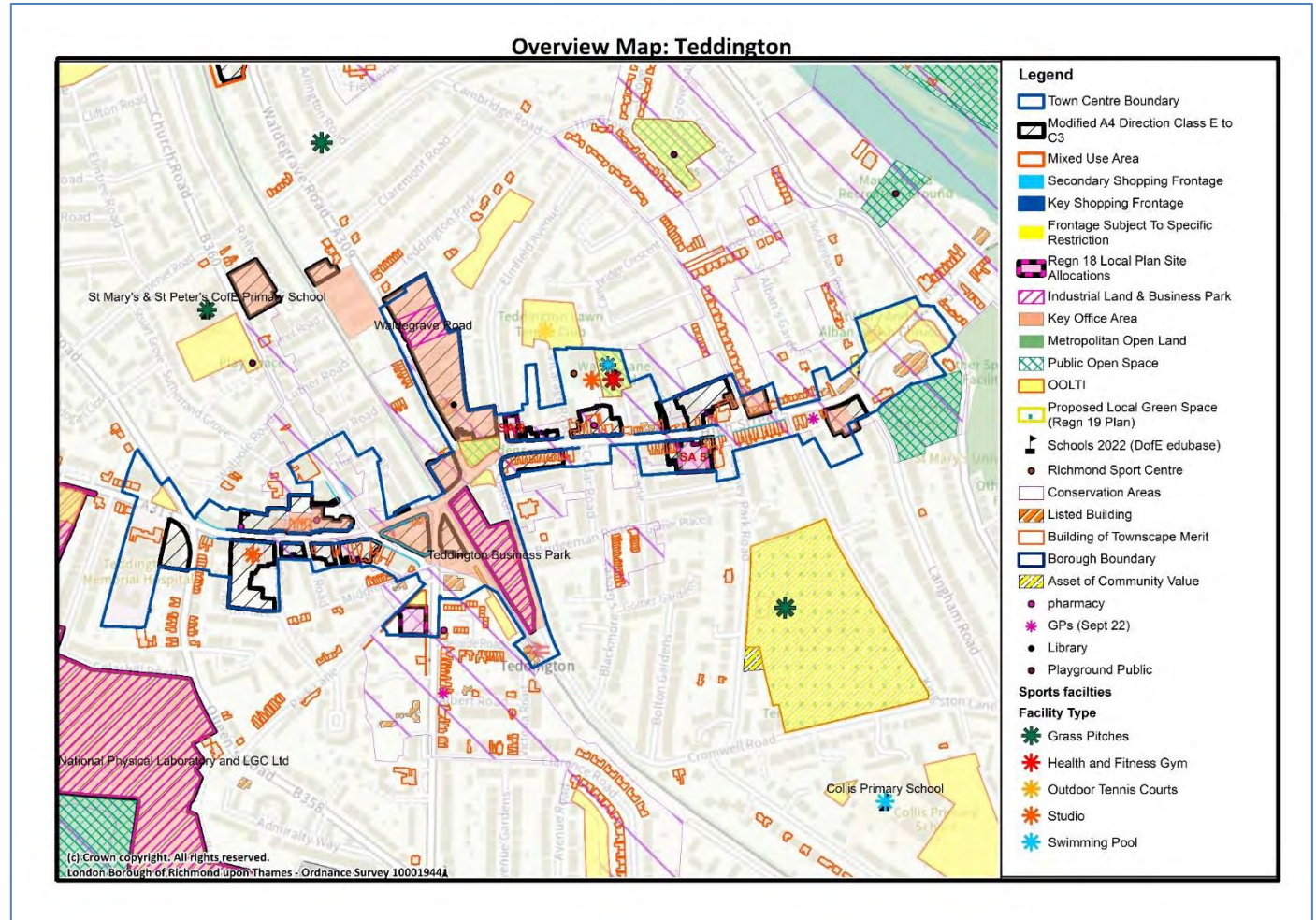
Site Allocations:

- SA 6- Teddington Telephone Exchange
- SA 7 – Teddington Delivery Office
- SA 9 – Teddington Police Station

**Proposed Regulation 19 Local Plan<sup>3</sup>:** Town Centre Boundary, Primary Shopping Area, Site Allocations

**Local Plan Area Strategies (Publication Plan)**

Strategy: Town centre has a good sense of place and cohesiveness, and a high sensitivity to change owing to the high townscape value and consistency in scale and height of existing buildings. The strategy is to conserve and enhance the town centre’s character and function.



Source: SSA GIS mapping

Vision: Teddington will continue to be a community for residents, visitors and business which enjoys links to open spaces, the historic Royal Parks and the River Thames. The busy and safe district centre will provide a wide range of independent and other shops, employment, leisure, cultural, health and social facilities to support a range of community activities.

Policy: Future development in this place is expected, where relevant, 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.
- Secure the provision of office floorspace and new flexible workspaces within the town centre and intensification of existing employment sites to provide for jobs and support local businesses.
- Enhance the public realm, to improve the sense of arrival at Teddington Station and create public areas for dwelling in Teddington town centre and implement more, high quality street furniture...
- Consider opportunities to reduce the dominance of cars and promote active travel, improving the permeability and creating space for pedestrians.....



Broad Street

#### Related Area specific strategies & partners

- [Village Plan SPD<sup>13</sup>](#) – Planning Policy Aims for Hampton Wick and Teddington include:
  - The role of Teddington village centre will be maintained and reinforced, providing shops, housing, services and employment opportunities for local communities as well as being a cultural focus. The restaurant sector will be supported and office space enhanced as appropriate.
  - Shopfronts, signs and advertisements will maintain local character.
  - The distinctive local character of the area will be maintained and enhanced, including Teddington’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.
  - Facilities to meet community and social infrastructure needs will be sought, to help reduce inequality and support the local economy.
  - Land will be protected for employment use, notably at Teddington’s various Key Office Areas which include Teddington centre and Waldegrave Road, National Physical Laboratory and the High Street. Teddington Business Park, the National Physical Laboratory and part of Waldegrave Road are designated as locally important areas for industry and employment, where loss of industrial floorspace will be resisted.
- [Teddington Society](#): The aim of the Teddington Society is to preserve and enhance the quality of life for everyone living and working in Teddington.
- [Teddington Together](#): Teddington Together is a committee made up of volunteers from local businesses and residents who share their skills to develop and expand the local community's lifestyle and shopping experience within the town.

[Urban Design Study 2023<sup>12</sup>](#): A great deal of information on the area is included in the report which cannot be reproduced in full. Please see the full document on the Council’s website.

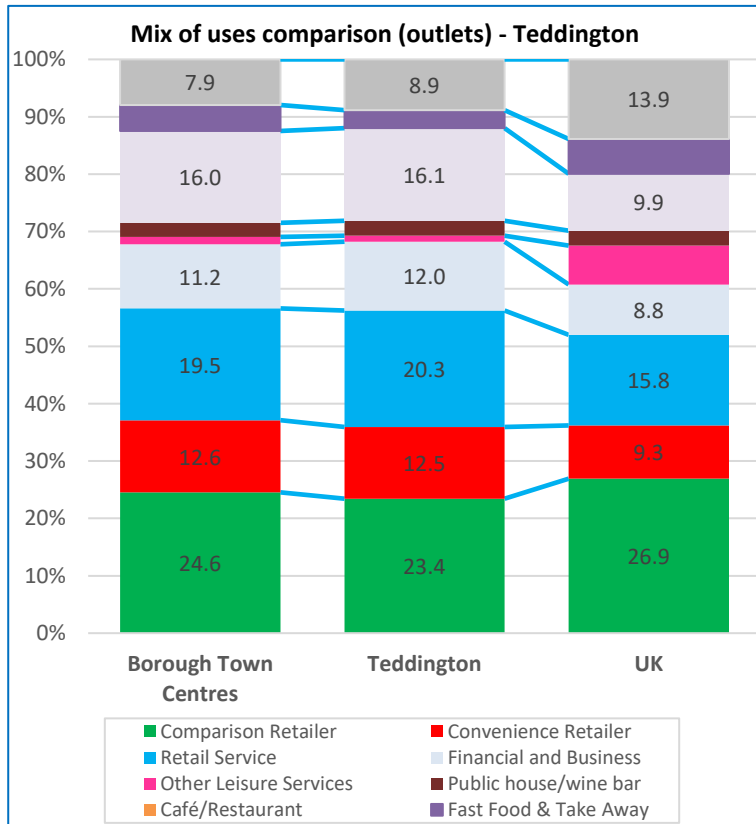
Character area strategy: Teddington Town Centre is located within the Teddington Town Centre character area.

- Teddington Town Centre broadly falls into three areas:
  - [The riverside](#), which falls partially within Teddington Lock Conservation Area.
  - [The High Street](#), the boundary of which is largely defined by the High Street (Teddington) Conservation Area... the character today is a mix of Victorian and Edwardian buildings interrupted with more recent infill from the late 20th century. The later development generally detracts from the overall historic character of the High Street, although there remains a feeling of quality with interesting building details, well planned and maintained shop frontages and use of natural materials largely. There is interesting variety in building types, architectural styles, details and rooflines creating a diverse and vibrant town centre environment.
  - [Broad Street](#) continues the town centre character beyond the railway line, partly falling within the Broad Street Conservation Area. The town centre character ends at the junction with Queens Road and Stanley Road, with this western end of a lower quality than the more historic core closer to Teddington train station.

[Conservation Area Appraisals<sup>25</sup>](#) – 84 Broad Street, CA 37 High Street, CA85 Church Road

**Main thrust of Regulation 18 Consultation responses:** Please see the Council’s website for a Schedule of all responses in full<sup>9</sup>. This section is not intended to capture all responses which might be relevant but gives a flavour of responses made. Please see also the equivalent section for Richmond town centre which includes some comments not specific to individual town centres:

- Support for efforts to maintain and improve Teddington’s attractiveness, conserve and enhance the town centre’s character and function, and a recognition of its high sensitivity to change.
- Teddington Society - We are very concerned that "along the railway line north of Teddington Station" is being designated a Mid-Rise Zone. We believe that this is totally inappropriate. We believe there should be NO Mid-Rise or Tall-Building Zones in Teddington.
- Site Allocation 6 - The green space in front of this building is a wildflower area (with scope for improvement) which has a particularly good display in spring and should be retained and developed as a local green hub if possible.
- Teddington Police Station – many responses relating to the desired relocation of Park Road Surgery.

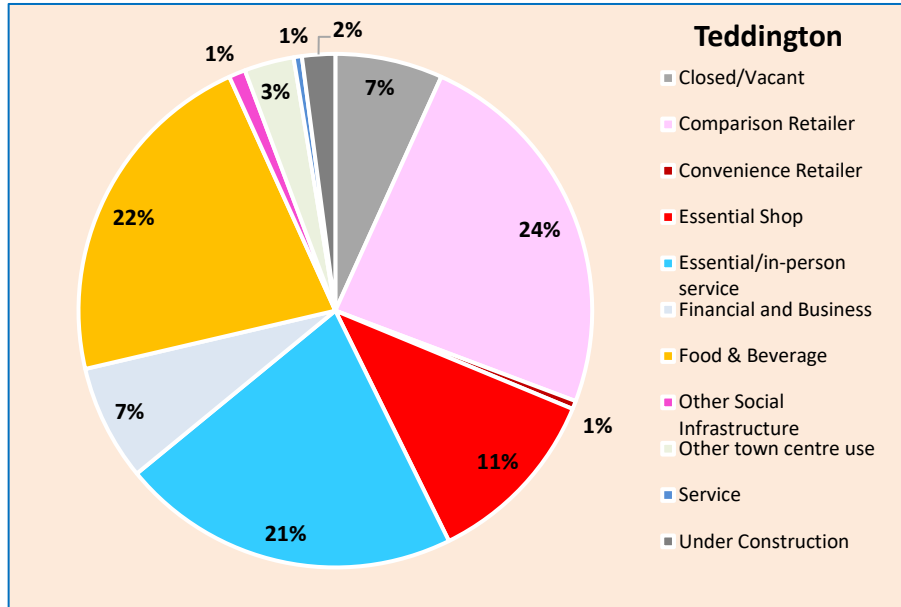


**Composition of centre**

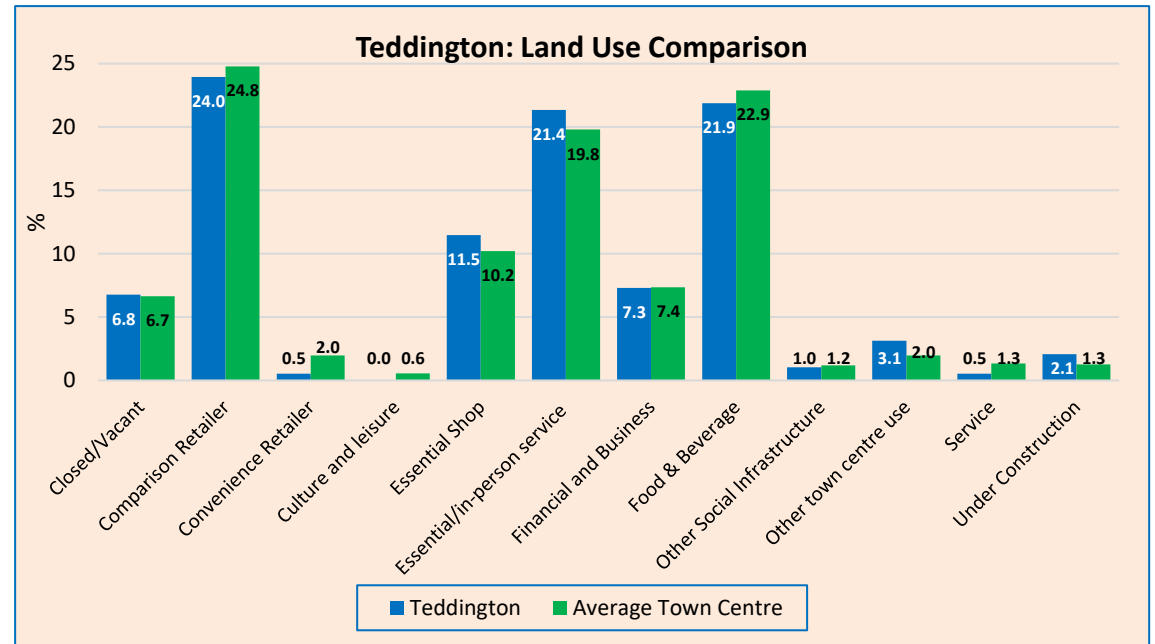
Teddington town centre has approximately 192 commercial/community units recorded as part of the Council’s 2022 Town Centre Land Use Survey, only Whitton having fewer units. Teddington’s land use make up is similar to the average town centre in the borough, although it has a slightly larger proportion of essential shops (22 outlets) and essential/in-person services (41 outlets) but a slightly smaller proportion of comparison retailers (46 outlets) and food and beverage businesses (42 outlets).

As with the other town centres Teddington’s food and beverage offer is largely through restaurants. This is supplemented by the centre’s 5 pubs, which mostly offer food. There are other pubs beyond the centre boundary also, notably on Ferry Road - the Tide End PH and the Anglers PH are adjacent to the river. With only 6 takeaways, it has fewer than any other town centres. Teddington does not have a butcher or fishmonger, which is an aspiration of the community but otherwise good convenience provision particularly since the opening of the Marks & Spencer Simply Food in the High Street.

Source: SSA Town Centre Land Use Survey 2022<sup>14</sup> and Experian GOAD Category Report 2022<sup>10</sup>.



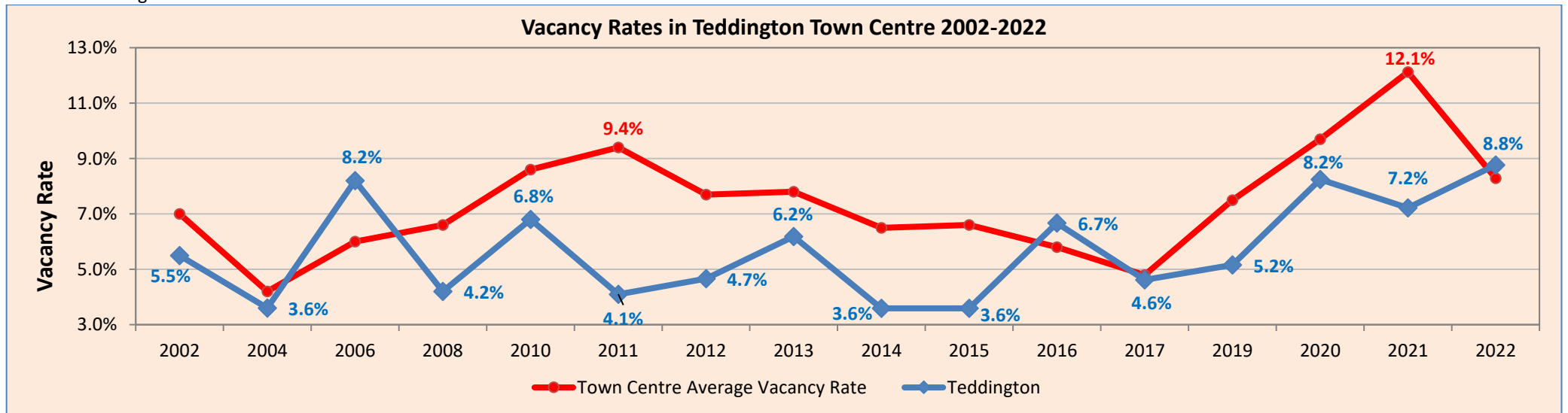
Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>



Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

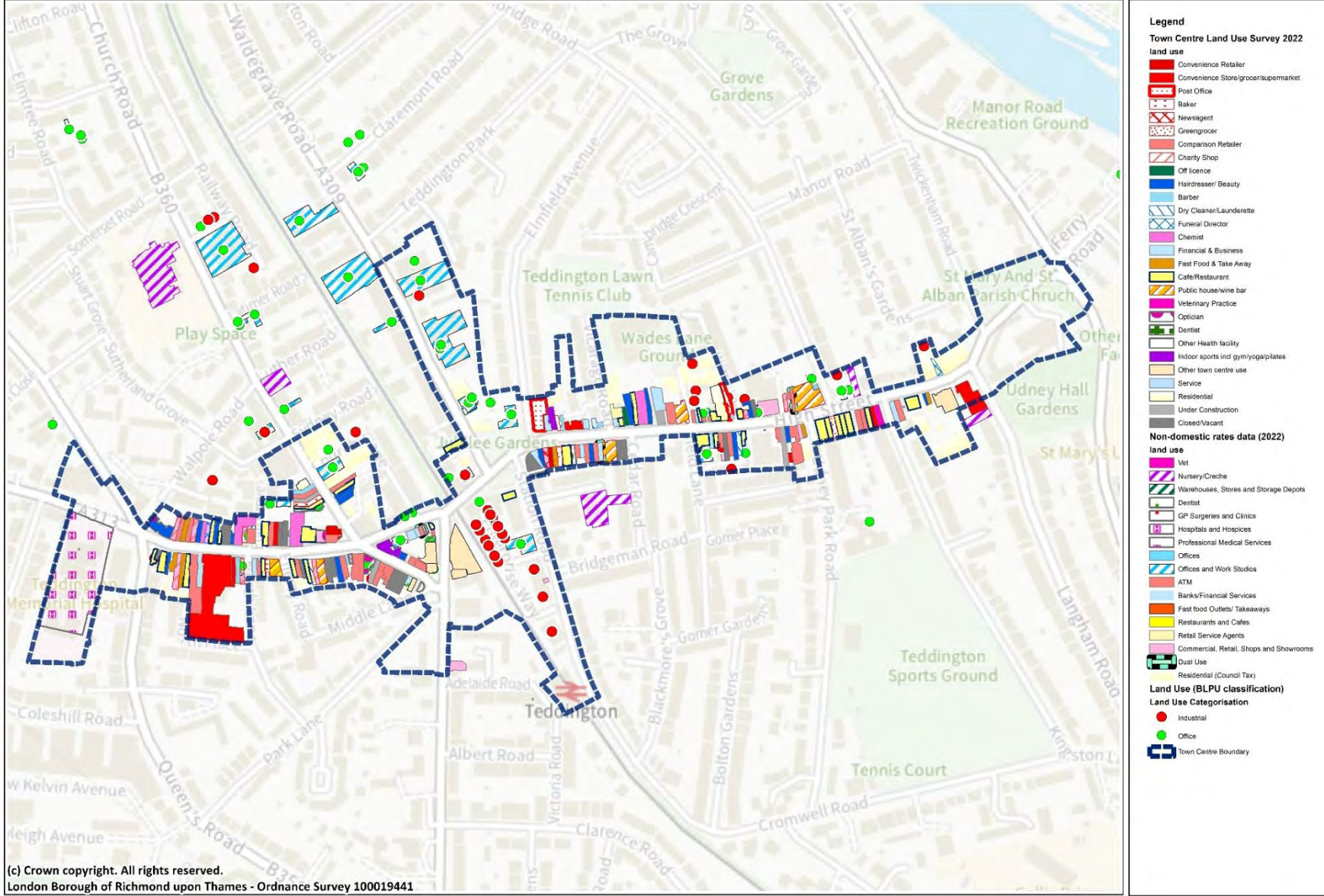
**Vacancy data:**

In 2022 Teddington’s all frontage vacancy rate was 8.8%, up from 7.2% in 2021 and slightly lower than the 2022 town centre average of 7.8%. Teddington’s vacancy rates usually follow a trend below the average for town centres.



Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

### Teddington: Land Use Map



Source: SSA GIS mapping



**Resilience to the pandemic<sup>6</sup>**

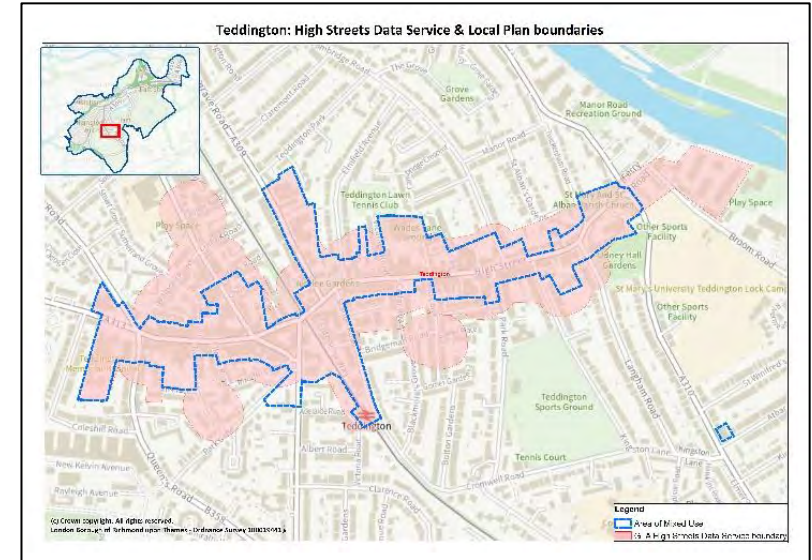


Source: High Streets Data Service. Boundaries for this dataset are shown on the map opposite.

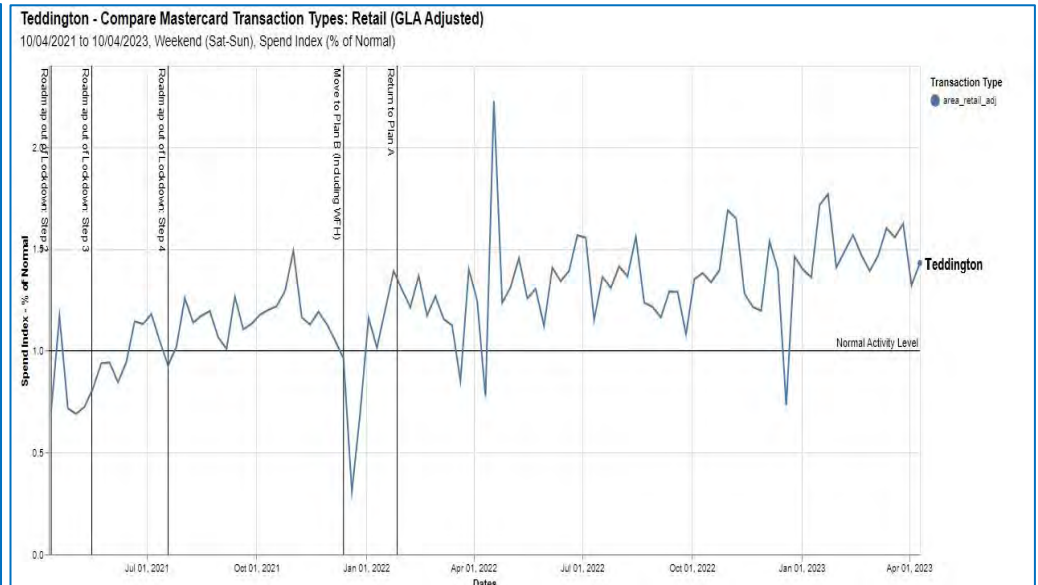
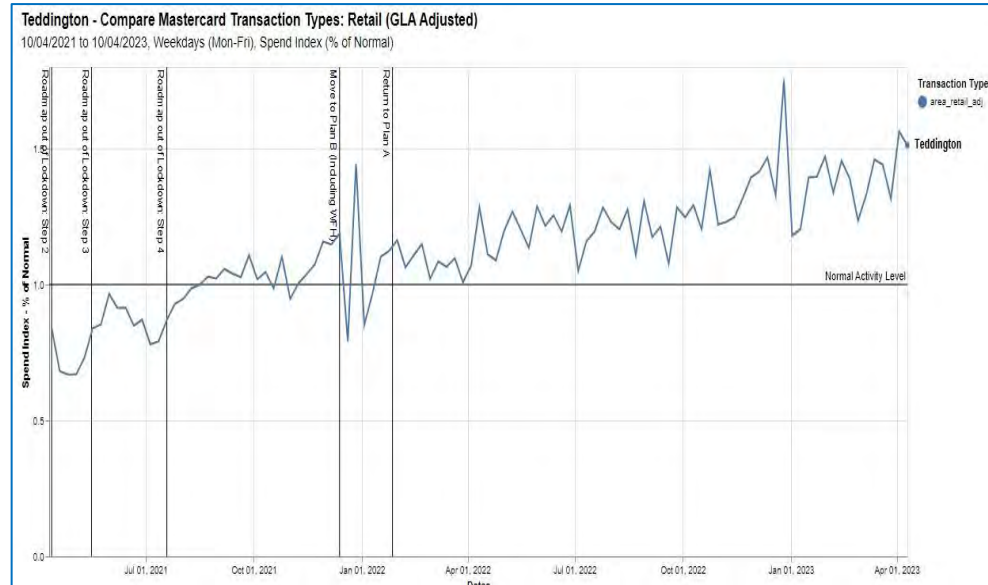
Following the easing of the first lockdown in summer 2020, 15 of the borough’s 17 high streets were classified as **struggling** meaning these high streets struggled to reach pre-pandemic spending levels. This was the case for 55% of high streets across London.

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’. Teddington is one of these along with:

- High Street, Hampton Hill
- High Street, Hampton Wick
- St. Margaret's Road, St. Margaret’s
- Upper Richmond Road West, East Sheen
- Sheen Lane, North Sheen
- Sandycombe Road, Station Parade, Kew Gardens



**Changes in spending<sup>15</sup>**



Spending data from Mastercard transactions best fit to a centre boundary show that in terms of the Spending Index, levels of spend in Teddington town centre appear to be following an upward trend generally during the week. At the weekend the data show a steadier trend. (GLA adjusted figures – See Appendix 1).

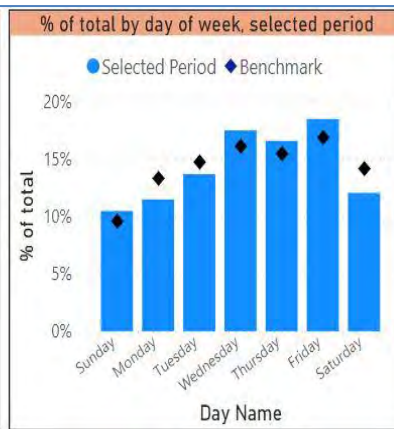
Source: High Streets Data Service<sup>6</sup>

**(a) Traffic Sensor counts<sup>16</sup>**

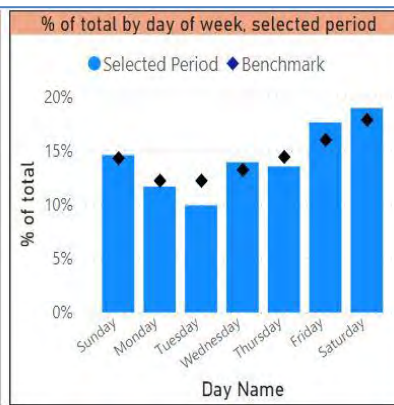
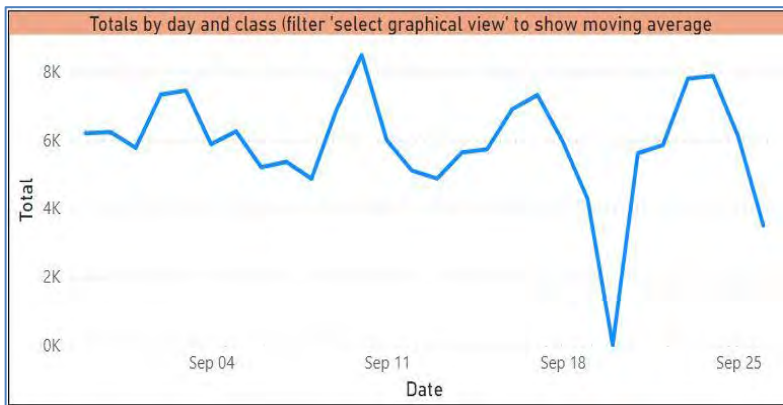
The graphs below show the number of pedestrian detections in September 2022 for three sensors in Teddington town centre between the 30 August & 26 September 2022. In total this amounts for approximately 313,000 pedestrian detections (both in and out) over that 4 week period. The benchmark period is 5 July – 26 September (last 3 months).

In Teddington there is clearly a Saturday peak as is to be expected. Saturday counts are above the benchmark figure in September, with Monday & Tuesday counts dropping below it. Data for the last six months shows the importance of Friday to the centre, busier than Sunday over this longer period.

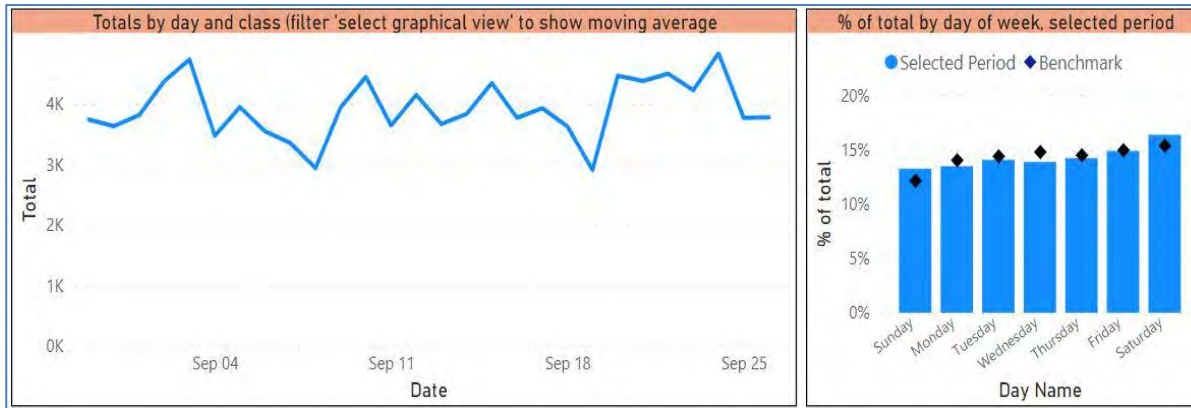
Looking at the data for 6 months, the sensor at Teddington High Street’s junction with Waldegrave Road has the most overall detections (all modes) but the sensor at Teddington High Street’s junction with Udney Park Road has higher pedestrian flows.



**Broad Street - near junction with Queens Road & Stanley Road, Teddington (1).** This sensor within the west of Teddington town centre shows a clear Wednesday to Friday peak and average pedestrian flows of approximately 4,000/day. Pedestrians account for about 14% of all detections. All vehicle, cyclist and pedestrian detections amount to an average of approximately 14,000/day.



**Teddington High Street - junction with Waldegrave Road (2).** This more central sensor shows a clear Saturday peak and average pedestrian flows of approximately 4,000/day. Pedestrians account for about 14% of all detections. All vehicle, cyclist and pedestrian detections amount to an average of approximately 18,000/day.

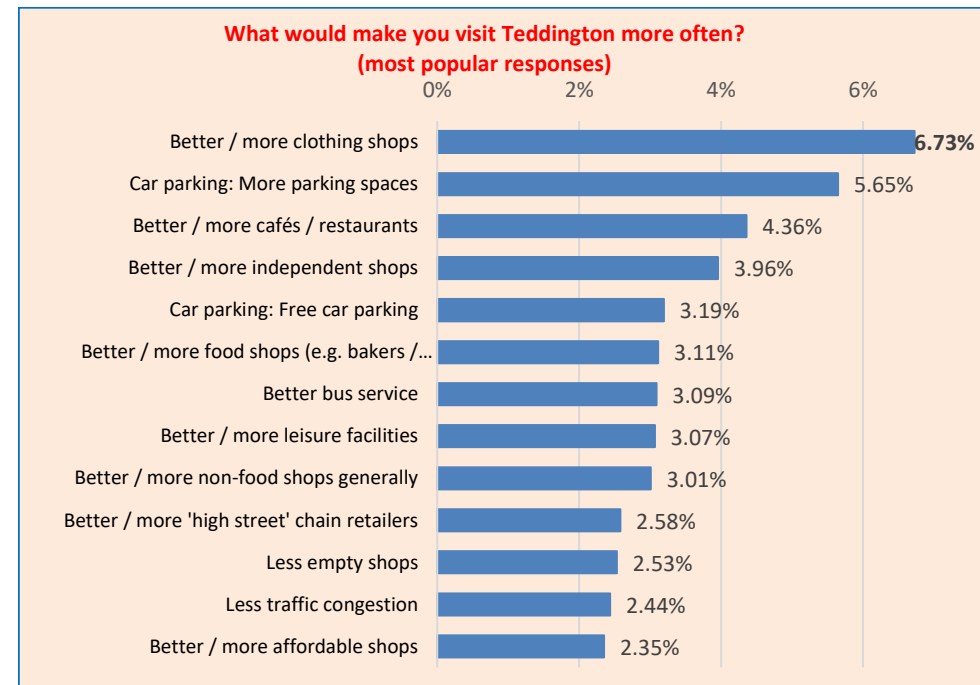
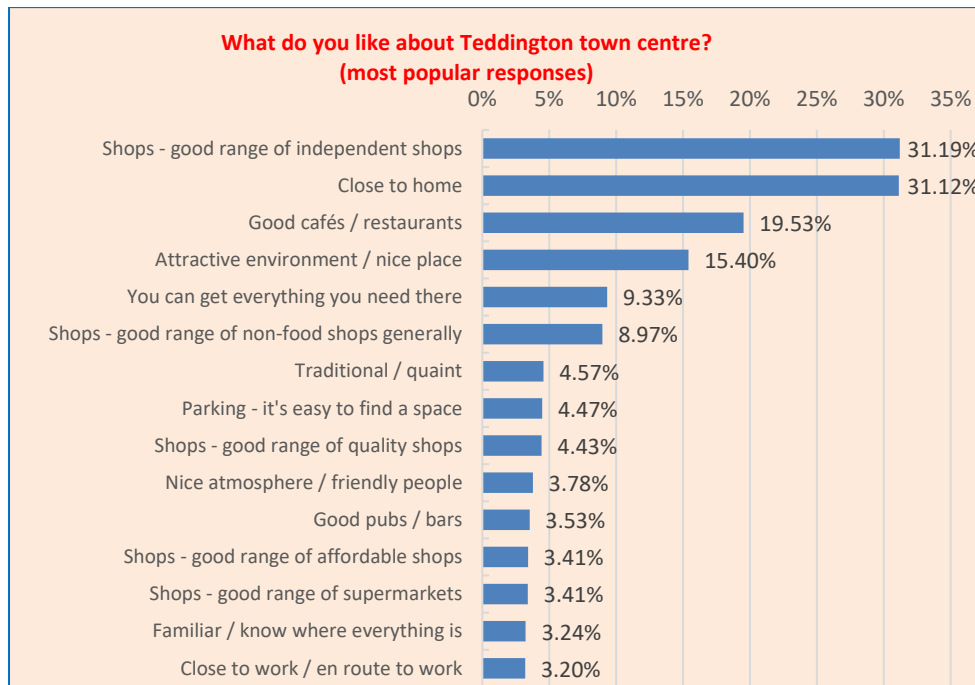


**Teddington High Street - junction with Udney Park Road (3).** This sensor within the east of Teddington town centre shows a clear Friday and weekend peak and average pedestrian flows of approximately 6,000/day. Pedestrians account for about 14% of all detections. All vehicle, cyclist and pedestrian detections amount to an average of approximately 15,000/day.

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

**Customer views/experience:**

The Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> included a household telephone survey which asked respondents about what they liked about the centres they used and what would make them visit more often. The results for those who used Teddington town centre are displayed in the graphs below:



Source: NEMS, as part of Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

These were open questions (and up to 3 answers were coded) which means that there are many different answers possible. It is not just convenience of location which attracts visitors to Teddington, as the availability of a good range of independent shops was also rated the highest. Good cafes and restaurants are also important as is the attractive environment.

In terms of improvements, there was less consensus, car parking was raised as an issue and an improvement to the type and range of shops (particularly clothes shops) and cafes.

#### Teddington: Strengths & weaknesses identified in the Richmond Retail and Leisure Study 2023<sup>2</sup>

##### Strengths

- Vacancy rate lower than national average.
- Rated highly on environmental quality in survey responses.
- Good selection of restaurants/cafes.
- Good range of services, with only one Goad category not represented.
- Lower crime rate than average of main five centres

##### Weaknesses

- Limited numbers of multiple retailing shops selling mostly lower order comparison goods.
- There appears to be potential to improve facilities serving the night-time economy.
- Limited number of clothes shops in general.
- Car parking spaces were an issue raised in survey responses.

Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

#### Urban Design Study 2023<sup>6</sup>

Valued features include: Landmark corner plot buildings at a number of junctions along the length of the High Street and Broad Street. Notably the Barclays Bank.

Negative qualities include: New build developments between the High Street and Teddington train station, which lack interesting façades and details and in places appear out of scale to some of the surrounding context. The low-rise Sainsbury's plot on the junction with Langham Road occupies a prominent corner plot with a poorly maintained modern building and area of car parking.

In 2021 a series of **Community Conversations**<sup>11</sup> 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:

##### Retail:

- Desire for specific shops such as a greengrocers, fishmongers and artisan bakery and butchers.
- mass duplication of shops e.g. barber shops, nail shops, cafes
- More markets - farmers market in Teddington Causeway would be brilliant. Allow space for market and fairs by pedestrianisation.
- Transform side roads to outdoor eating/entertainment hubs e.g. Broad Street/ Causeway.
- Use of Teddington is spread across evening and daytime.
- Teddington - not just the high street/Broad street. People need to be directed to side streets more.
- Teddington High St pedestrianised - weekends perhaps, al fresco dining



Leisure:

- Open water swimming pool
- More outdoor sport spaces
- Small cinema at Teddington
- Make Teddington a tourist destination - bring back the Ferry.
- The Landmark Arts Centre - could be used for studio space - optimise space
- Lack of communal space for youth groups e.g. scouts
- Artistic places where people can sit and stop
- better parking options to encourage short term shopping/visits

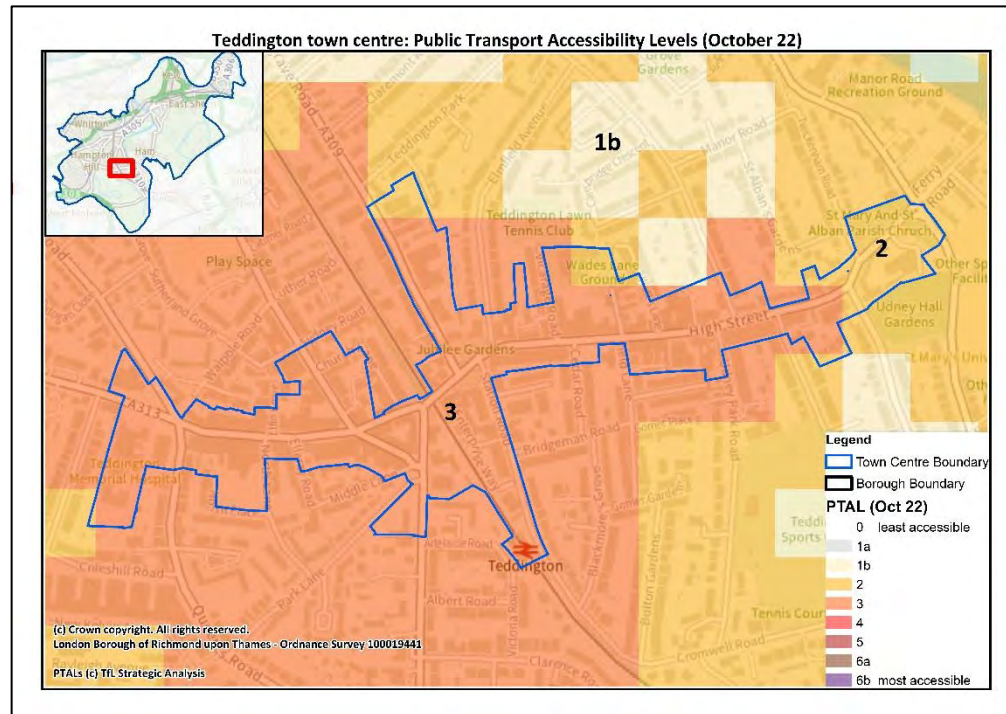
Transport:

- Pedestrianise, but many problem routes are main through routes.
- Teddington Broad Street sometimes feels like the poor cousin. Broad Street is more developed, more urban, shabby, too much congestion and not enough open space compared to the High Street
- Teddington maintains a local feel unlike modern Richmond/ Kingston
- Community space that can be used for home working. Better GP surgery.
- More flexible workspaces.



High Street

Accessibility<sup>8</sup>:



**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 borough<sup>8</sup>.**

Public Transport Accessibility Levels (PTAL) throughout the centre is mostly Level 3, although Teddington will also serve areas which are less accessible. Teddington has reasonable public transport accessibility. Teddington Rail Station is located on the southern boundary of the centre. The station has regular trains on the London Waterloo loop (via Kingston) and to Shepperton. Teddington town centre is also served by several bus routes including numbers 33 (24 hours), 281, 285, 481, 681, R68 and X26.

Car parks include Teddington Station, Cedar Road, North Lane East, North Lane West and Teddington Pools. Parking is also available to paying M&S customers. Richmond Residents, with RichmondCard or have registered with RingGo can get free parking for stays up to 30 minutes or pay the reduced tariffs for longer stays. On-street parking is also available. Key Controlled Parking Zones are M5 (Broad Street) and M4 (High Street), operating 9am-5pm Monday to Saturday providing two hours maximum stay.

**Capacity<sup>2</sup>:**

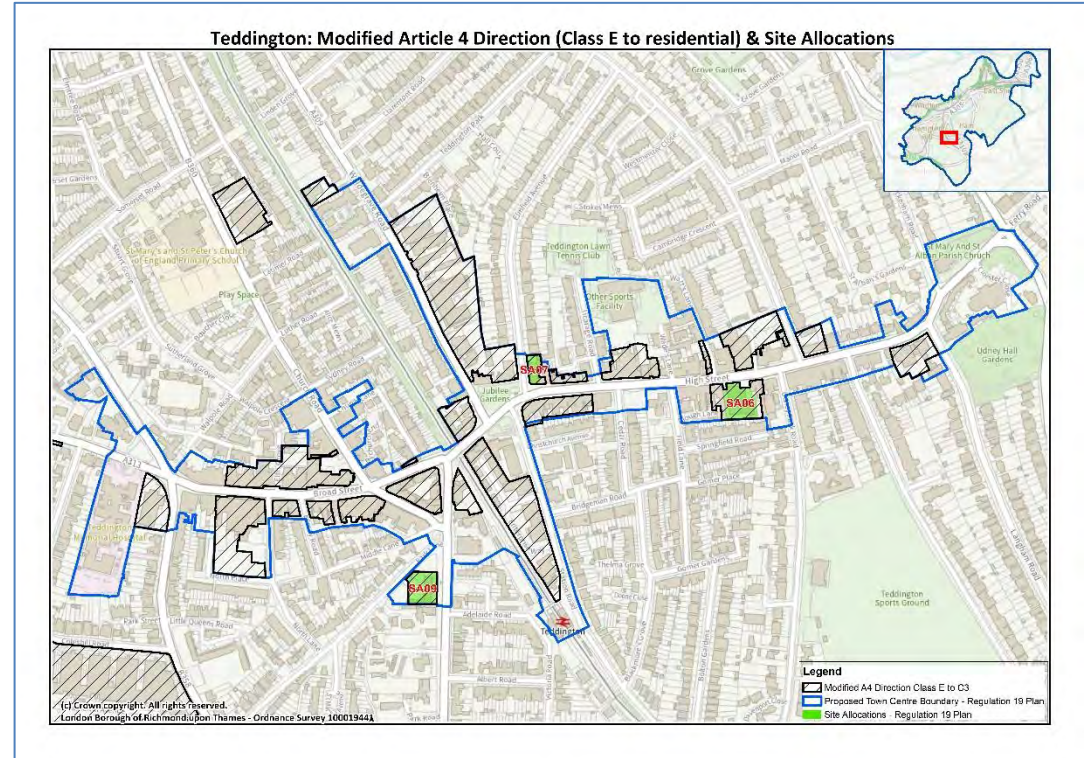
Teddington town centre is in part covered by an [Article 4 Direction<sup>5</sup>](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and coming into force on 29 July 2022<sup>5</sup>. This level of coverage reflects the need to protect Teddington’s important role & function, including its comparison shopping role as one of the borough’s five town centres. There are various Site Allocations within the centre which are included in the map opposite.

The Publication Plan states that “Within the town centre boundary, there is potential for new development at key corner plots and around the station if sites come forward, including at Teddington Telephone Exchange (Site Allocation 6), Teddington Delivery Office (Site Allocation 7), and Teddington Police Station (Site Allocation 9). There are opportunities to provide for social and community infrastructure, and enhance the local retail and employment offers which contribute to enabling the town centre grow and diversify, as well as provide new housing.”

Full text of the Area Strategy for Teddington and the Site Allocations form part of the Regulation 19 Local Plan and can be viewed on the Council’s website.

The [RRLS Phase 2 2023<sup>2</sup>](#) has forecast need for retail and leisure floorspace over the plan period as follows:

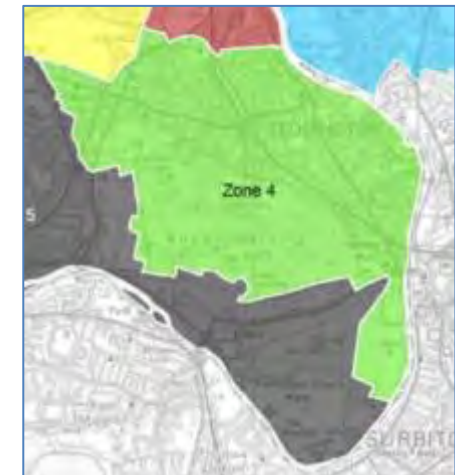
Zone 4	Requirement in m2 (gross) – rounded				
Teddington		Convenience	Comparison	Food/ Beverage	Total
	By 2034	-250	-450	800	100
	By 2039	-50	-100	1,650	1,500



It is forecast that there will be surplus retail space. There could be a very small residual requirement of about 100 sq.m gross in 2034, which equates to a small shop. The 2039 forecasts indicate a larger requirement coming from the Food & Beverage sector. However, it would be prudent to be cautious when considering this later forecast. Operator space requirements<sup>9</sup>:

11 businesses were looking for space in Teddington town centre (September 2022) 3 of which were looking for space of at least 5,000 ft<sup>2</sup> or above (source - The Requirements List). They include Lidl, Gails Bakery and Mint Velvet (women’s clothing).

Teddington’s **local catchment area** includes the wards of Fulwell and Hampton Hill, Teddington and Hampton Wick and South Teddington. The household survey results indicate 42% of respondents across the study area had used shops and services in Teddington in the last year. This figure is lower than Richmond and Twickenham town centres but higher than East Sheen and Whitton. 90% of people living in the local area (Zone 4) had visited the centre which is the highest of the five town centres. Only 3% of respondents indicated that they do most of their non-food shopping in Teddington, significantly below Richmond but the same as Twickenham. The retail capacity analysis suggests Teddington town centre attracts about 52% of its trade from the local Zone 4 but attracts reasonably high levels of trade from the zones in the west and central parts of the Borough. The centre has a relatively wide catchment area when compared with Whitton and East Sheen.



<sup>9</sup> Please note that some of the listed requirements are likely to be generic to London centres rather than specifically within the borough.

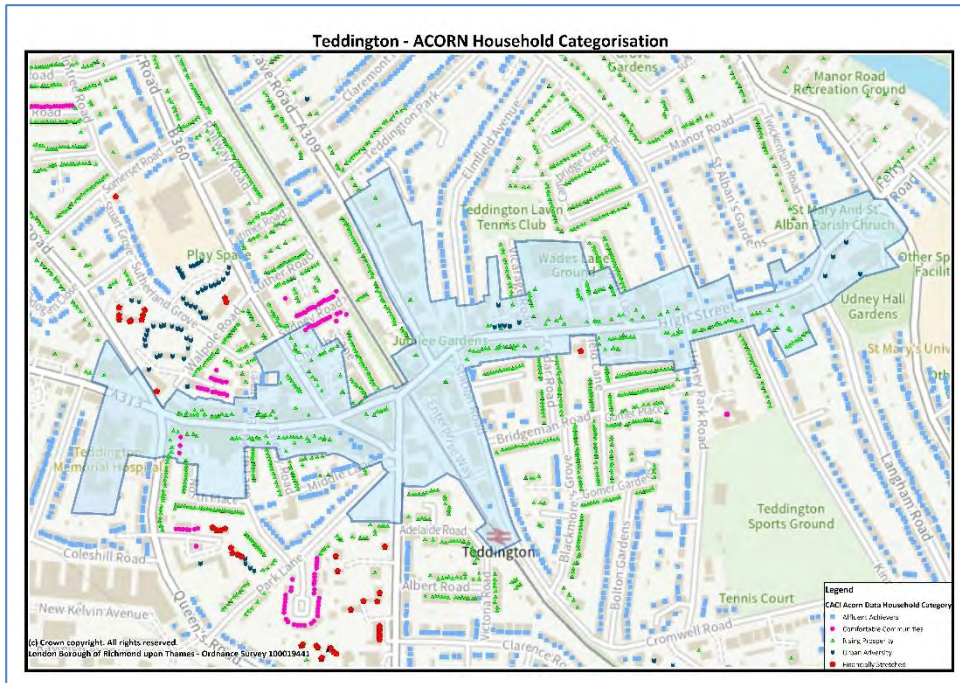
**Public Realm Improvement Fund:**

Progress of projects funded by Public Realm Improvement Fund

Improvement (as at September 2022) <sup>22</sup>	Progress
Broad Street: decluttering, repainting of street furniture, repaving, community mural on Tesco building.	Following the appointment of urban realm landscape consultants, outline proposals for the short and long term have been produced. These outline designs are based on the consultants' assessment of the area and feedback received from consultation with local businesses, Teddington Together Association, local residents and ward councillors. A list of short and long-term interventions has been drawn up and the designs are being worked up in more detail and be finalised. The current PRIF allocation will fund short term interventions including greening, wayfinding, façade wall animation / activation (including the one above Tesco) and decluttering. It is proposed that additional funds of £483,000 be allocated to deliver phase 2 (long term) aspirations see table paragraph 5. Estimated Completion of phase 1 interventions 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.
<b>Update February 2023<sup>23</sup></b>	Broad Street phase 1 designs are still to be finalised and subject to further local consultation but the underground utilities and topographical survey reports have been done. It is currently estimated that the Phase 1 scheme will be delivered by the end of June with Phase 2 around the end of the year or early 2024.

**Contribution to meeting specific needs:**

In the borough's five town centres it is accepted that there is adequate retail and service provision.

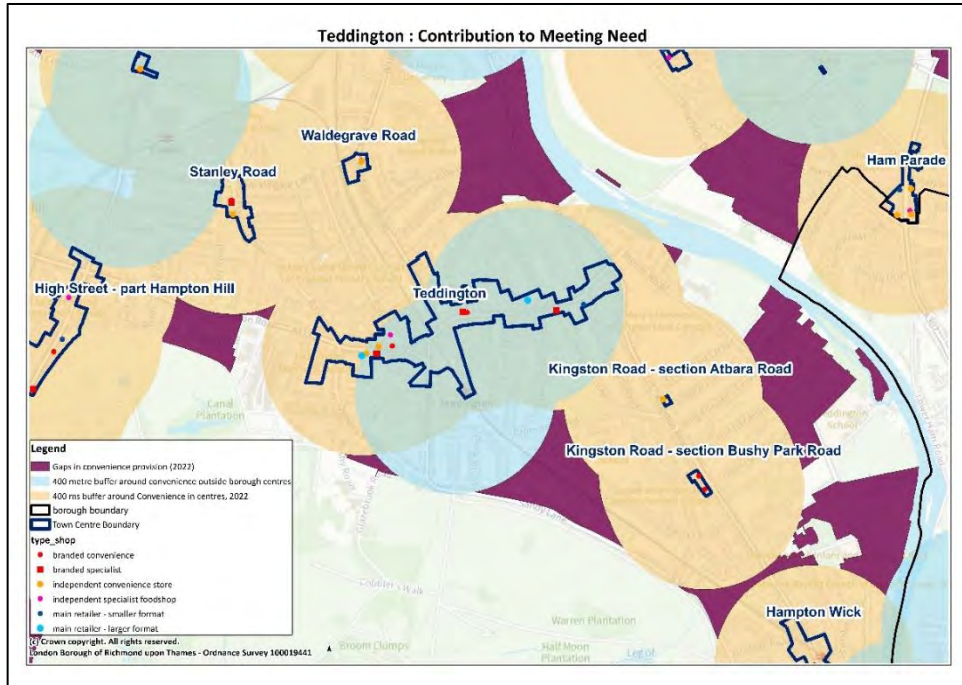


**Centres meeting the needs of those living in areas which are relatively disadvantaged**

**ACORN Acorn Household Category**

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

Teddington is not serving areas which are deprived according to the Index of Multiple Deprivation 2019<sup>9</sup>. However, it can be seen from the map below that there are some areas in the catchment which are classified as in “urban adversity” or “financially stretched” using the ACORN household characteristic data<sup>19</sup> for which Teddington would be the nearest centre. These areas correspond well with housing owned by a Registered State Landlord such as Teazle Court and Maddison Close.



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

Teddington is the largest of the centres which serves areas where there are gaps in provision in the area indicated on the map below. Other lower order centres such as Kingston Road and Waldegrave Road will also contribute to meeting top-up shopping needs.

Source: SSA GIS mapping

**Summary:**  
 Teddington is categorised as a district centre in the Mayor’s town centre network, showing demand for office, generally within smaller units, and with the area’s night-time economy classed as of more than local significance (NT3). It provides a balance of multiple and independent shops and services and the vacancy rate in the past has been consistently low. The High Street and Broad Street are linked by the Causeway. The High Street is a designated Conservation Area with many charming shop fronts, characterised by independents. Broad Street is where most multiples are located. Marks & Spencer Food, J Sainsbury and Tesco are represented in the centre. The National Physical Laboratory & LGC Ltd are located close by and there are Key Business Areas along parts of the High Street, Waldegrave Road and Station Road, where the Teddington Business Park (designated Industrial Land & Business Park) is also located.

Although the community would like a wider range of shopping, Teddington performs well as a town centre. As with other centres, it will be prudent to monitor the change in land uses taking place and to check that vacancy rates and spending return to the norm post-pandemic.

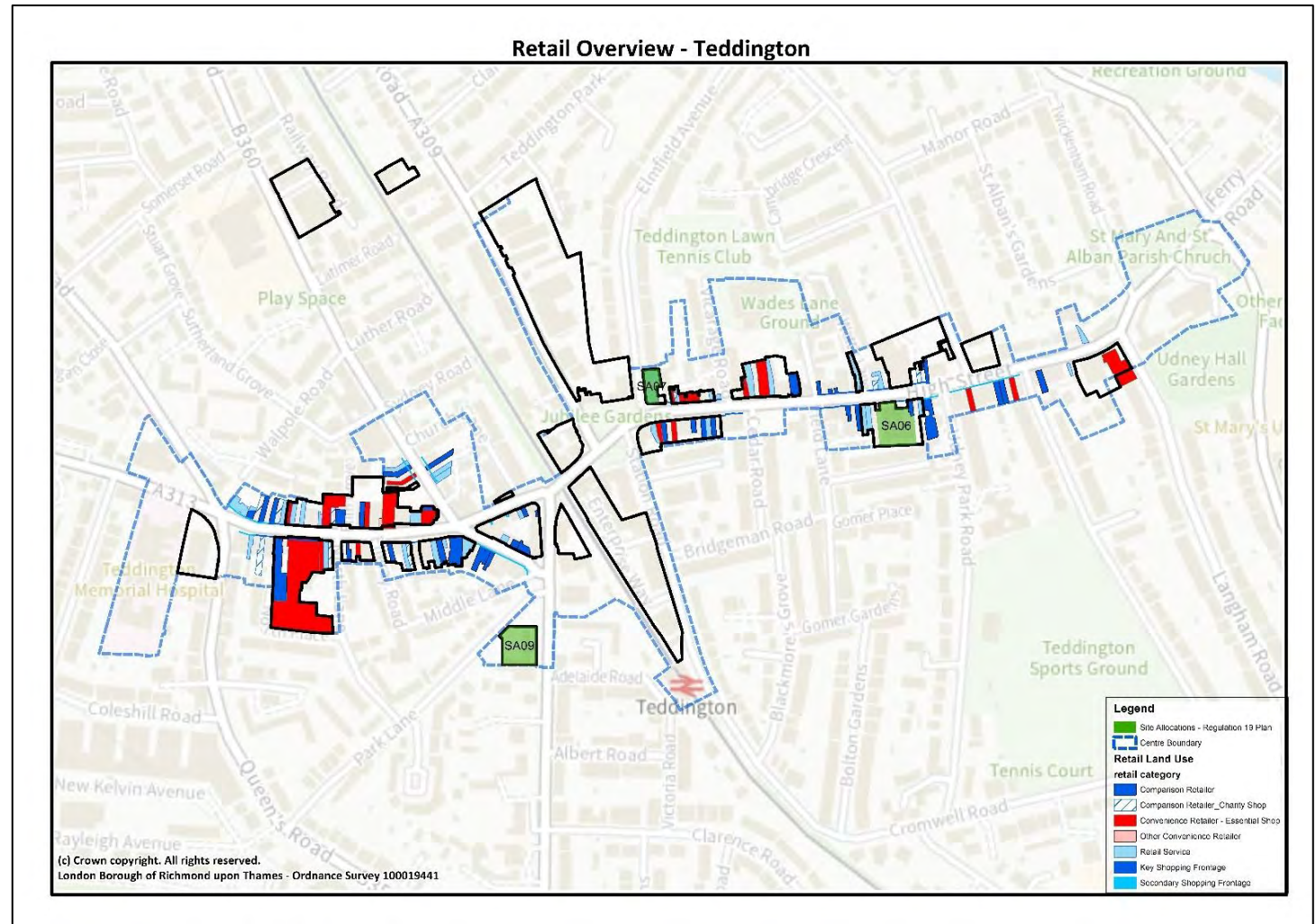


**Primary Shopping Areas (PSAs):**

The latest land use data (2022)<sup>14</sup> have been mapped categorising retail into comparison, convenience and retail service. They have been further subdivided to show the location of essential shops (as defined in the Local Plan) and charity shops. PSAs are proposed which reflect the current location of retail, Article 4 Direction boundaries (restricting change of use from Class E to residential) and exceptions to that PD right and proposed Site Allocations in Teddington. The aim is to ensure that a sufficient quantum of comparison floorspace is retained to support the centre’s role in providing comparison goods shopping. A compact retail core will facilitate this. The PSAs are designated where retail predominates.

**Town Centre Boundary:**

Lichfields have advised in the Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> that minor amendments to Teddington’s town centre boundary could be considered. The eastern edge of the centre (High Street leading to Ferry Road) contains residential units, green space, an arts centre and a church which could all be removed from the town centre boundary. The centre boundary could be slightly extended to include Pizza Express on the west side of Waldegrave Road. The need for additional floorspace for retail and leisure identified in the evidence base is not of a quantum that would require an increase in the boundary.



Source: SSA GIS mapping

The adopted Plan main centre boundaries have been reviewed and a number of minor changes are proposed to reflect the current land use pattern, primarily to exclude residential development. It is slightly extended along Stanley Road to capture the Teddington Constitutional Club.

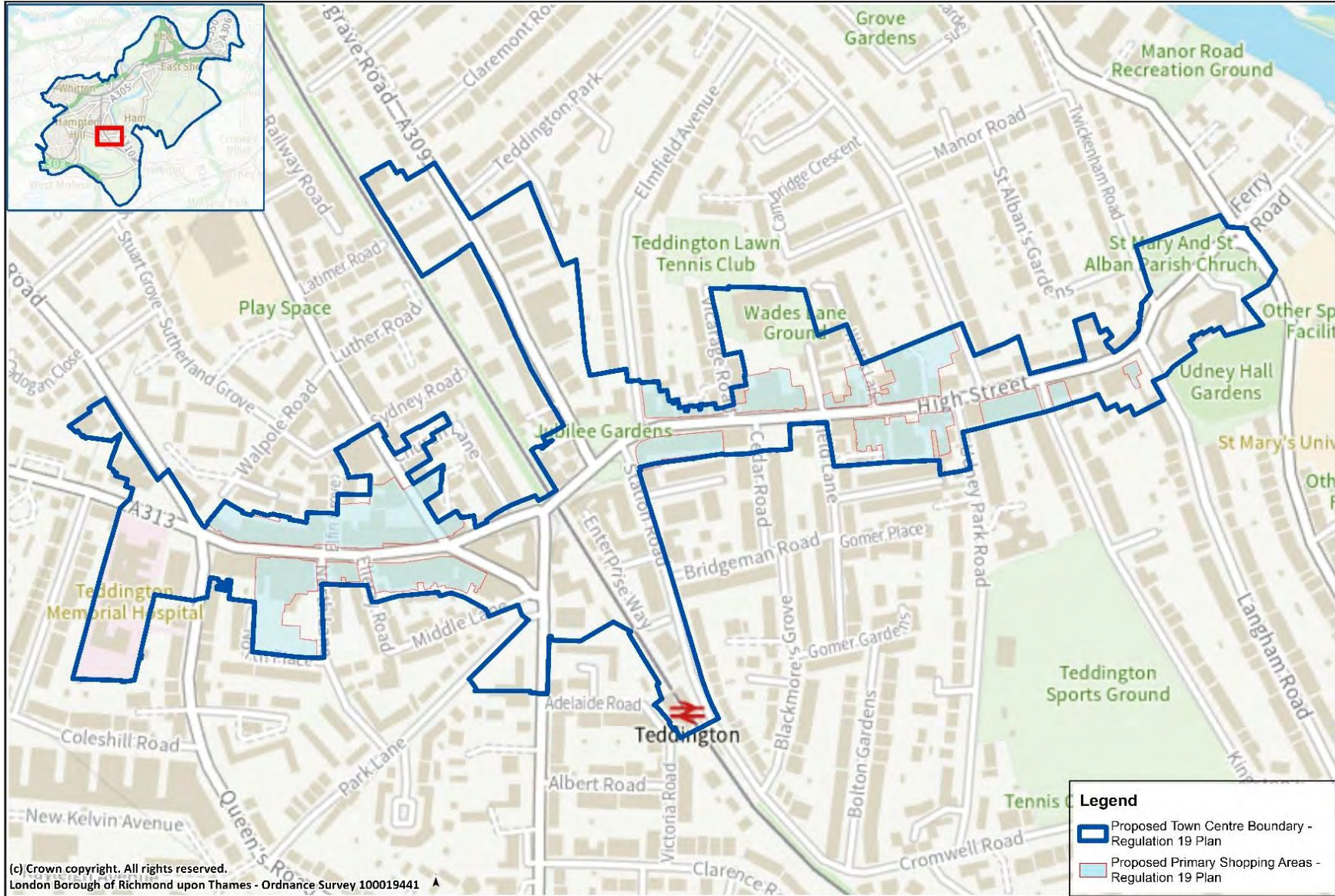
**Recommendations:**

**Hierarchy:** Teddington is classified as a town centre in the borough’s centre hierarchy.

**Primary Shopping Area:** A Primary Shopping Area is proposed which will be included on the Policies Map as indicated on the map overleaf.

**Recommendation:** A Town Centre Boundary is proposed which will be included on the Policies Map as indicated on the map overleaf.

### Proposed Town Centre & Primary Shopping Area Boundaries: Teddington



Source: SSA GIS mapping

## 6.4 East Sheen town centre

**Overview:** East Sheen is one of four district centres in the Mayor’s town centre network set out in the [London Plan](#). It is a linear centre running along the Upper Richmond Road West and towards Mortlake British Rail station on Sheen Lane. East Sheen centre falls within PTALs 2, 3 and 4. Most of the centre is subject to red route status which prevents parking. Part of the South Circular Road runs through the centre. The building stock is predominantly Victorian. Conservation Area 70 covers Sheen Lane. There are several Buildings of Townscape Merit on the Upper Richmond Road West.

A Key Business Area is designated in East Sheen centred on the crossroads. Community facilities including GP surgeries are provided at the Sheen Lane Centre.

East Sheen fulfils an important role in terms of providing shopping and facilities in the east of the borough. There are residential communities to the east and south which are more than 400 metres away from convenience shopping facilities - a gap in provision. In addition, those residents living to the south of the centre are also bounded further to the south by Richmond Park. Those living to the north have the barrier of the River Thames in reaching alternative facilities. This confirms the need to support the centre’s role in providing shopping and services. Furthermore, whilst East Sheen serves a generally affluent catchment area it also serves an area in Mortlake which is amongst the most disadvantaged in the borough according to the Index of Multiple Deprivation 2019<sup>9</sup>.



The adopted and emerging Local Plans include a Site Allocation at the Stag Brewery to the north of East Sheen where there is a significant opportunity to create a new quarter with recreational and commercial uses, local employment, community and leisure opportunities. To a lesser extent, the Barnes Hospital Site is also expected to provide new housing in the area and has recently been granted planning permission by the Council subject to a Section 106 agreement (May 2023). If implemented the Telephone Exchange site within the centre’s boundary would provide a mixed use scheme.

### East Sheen’s key roles include:

- convenience shopping – large Waitrose suitable for main and bulk food shopping and Tesco Express and Amazon Fresh provide top up shopping. The stores are supported by independent convenience stores, bakery/cafés, a cake shop, an off licence, a confectioner and a delicatessen.
- comparison shopping – reasonable proportion of comparison retailers - the majority are independent retailers with a small number of multiple retailers.
- services – good selection for its size including excellent representation of restaurants/cafes. Good representation of fast food takeaways, estate agents/valuers and launderettes/ dry cleaners.
- entertainment and evening economy – a good choice of restaurants and takeaways but a limited choice of pubs/bars; no cinema or theatre although nearby Richmond town centre has good provision, and
- community facilities – including a library, Sheen Lane Centre (civic centre), a health centre/surgery, an education centre, three dentists, three yoga studios and two gymnasiums.

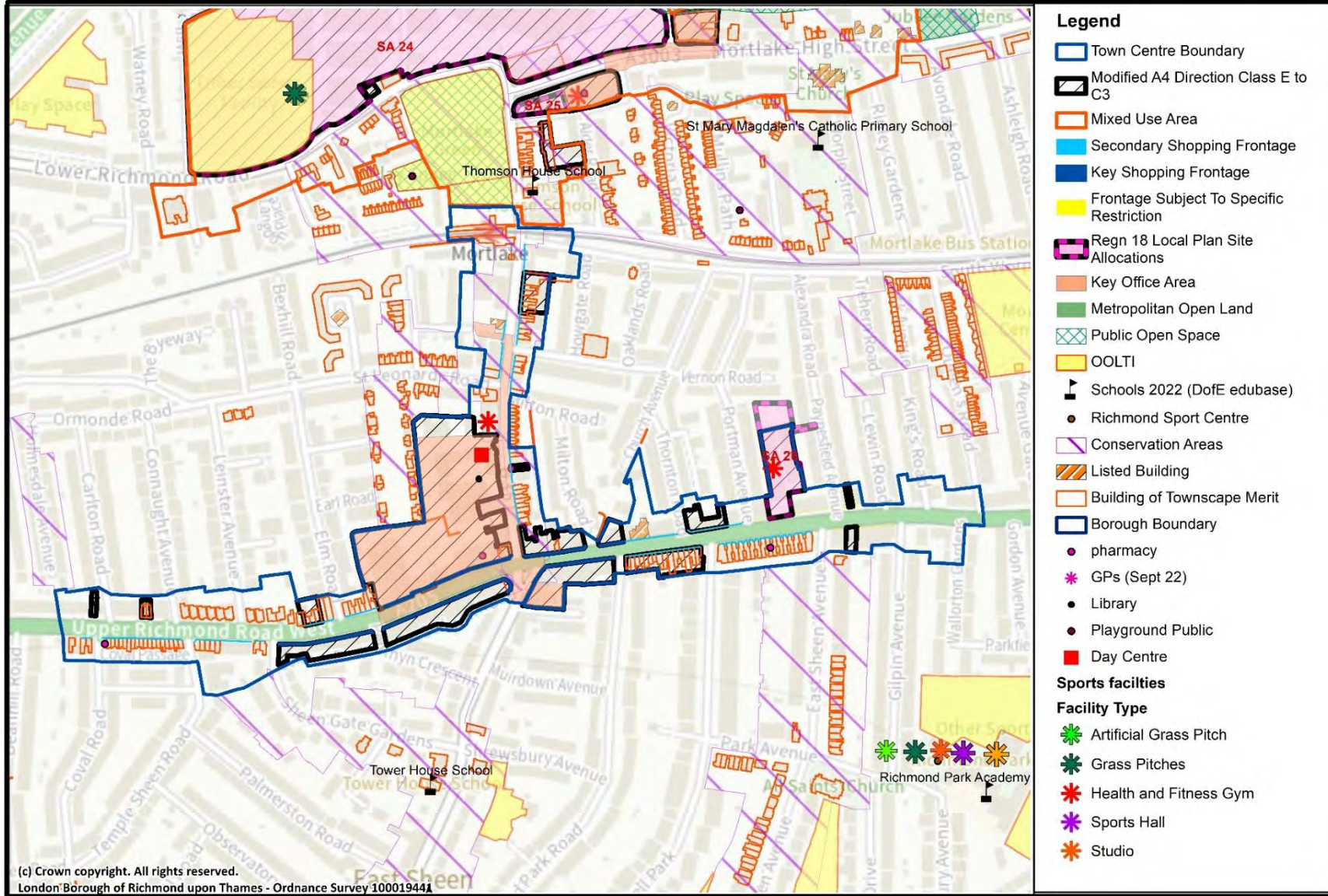
Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> & SSA.

**Policy & Designations:** East Sheen is one of four district centres in the Mayor’s town centre network and is classified as C – needing to protect small office capacity, showing demand for existing office functions, generally within smaller units. In terms of overall commercial growth potential it is classified as ‘Medium’ (with moderate levels of retail, leisure & office demand).

**Adopted plan:** East Sheen is classified as a main centre in the adopted Local Plan centre network. The strategic vision for the district centres is that each “will have maintained and enhanced their role in providing shops, services and employment opportunities for local communities.”

Strategic objective – “Reinforce the role of Richmond, Twickenham, Teddington, Whitton and East Sheen centres, which play an important role in the provision of shops, services, employment and housing as well as being a focus for community and cultural life.”

### Overview Map: East Sheen



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

- Legend**
- Town Centre Boundary
  - Modified A4 Direction Class E to C3
  - Mixed Use Area
  - Secondary Shopping Frontage
  - Key Shopping Frontage
  - Frontage Subject To Specific Restriction
  - Regn 18 Local Plan Site Allocations
  - Key Office Area
  - Metropolitan Open Land
  - Public Open Space
  - OOLTI
  - Schools 2022 (DoE edubase)
  - Richmond Sport Centre
  - Conservation Areas
  - Listed Building
  - Building of Townscape Merit
  - Borough Boundary
  - pharmacy
  - GPs (Sept 22)
  - Library
  - Playground Public
  - Day Centre
  - Sports facilities**
  - Facility Type**
  - Artificial Grass Pitch
  - Grass Pitches
  - Health and Fitness Gym
  - Sports Hall
  - Studio

Source: SSA GIS mapping

The Spatial Strategy sets out the need to maintain and enhance, rather than significantly expand, East Sheen centre.

- The Council seeks to maintain, and where appropriate enhance, East Sheen's role in providing office space for businesses. New office development is particularly encouraged in the designated Key Office Areas.
- The Spatial Strategy supports establishments, such as drinking establishments, that serve local needs and communities.

Key & Secondary shopping frontage designations. Also, frontages with specific restrictions under Policy LP 26 - Takeaways resisted at Nos 148 - 182 (Even) 191 - 213 (Odd) Upper Richmond Road West, East Sheen.

Key Office Areas at Sheen Lane (part), Upper Richmond Road West (part); and outside the Town Centre Boundary at Mortlake High Street and Tideway Yard and The Old Power Station, Mortlake.

Site Allocations:

- SA 27 Telephone Exchange and 172-176 Upper Richmond Road West, East Sheen
- SA 28 Barnes Hospital, East Sheen – potential for some increase in residential population. Approval granted.
- SA 34 Stag Brewery – potential for substantial increase in residential population, allocation also includes substantial commercial development.



Upper Richmond Road West

**Regulation 18 Local Plan:** As adopted. KOAs taken forward as Key Business Areas.

#### **Publication Local Plan (Reg 19) Area Strategies:**

Strategy: East Sheen Town Centre is considered to have a fair sense of place and heritage with a high sensitivity to change overall, although the western part of the town centre has relatively lower sensitivity. It is recognised that the quality and functioning of the area as a town centre has been negatively impacted by several unsympathetic developments, the dominance of vehicle traffic along the South Circular and the loss of coherence in shop frontages. The strategy is therefore to restore the historic character and improve its public realm and sense of identity, particularly along Upper Richmond Road to make it a more attractive destination.

Vision: The vision for East Sheen is to retain the established character of the area, to maintain and enhance the district centre, providing shops, services and employment for the local communities. There is also the potential to make Milestone Green the centre of East Sheen.

Policy: Future development in this place is expected, where relevant, to: (extract)

- 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 ... to maintain a sense of activity and vibrancy, and encourage independent shops and businesses, emphasising local makers and artisans. Encourage reinstatement of shop fronts' original design to achieve consistency in appearance in East Sheen Town Centre.
- Incorporate focal points and establish distinctive landmarks, without recourse to tall buildings, including in East Sheen Town Centre to enhance the sense of place and the area's identity as a destination, such as the space around the war memorial.
- Contribute to creating a 'centre' for East Sheen at Milestone Green.
- Enhance the public realm and create public areas for dwelling and "spill-out", rather than narrow, transient spaces, using high-quality street furniture, and increase greening through tree planting and verges.
- Consider opportunities to reduce the perceived dominance of vehicles, promoting active travel with space to create café seating areas and improve pedestrian experience in East Sheen Town Centre and at Mortlake Riverside.

**Related Area specific strategies –**

**Village Plan SPD<sup>13</sup>:** The East Sheen Village Planning Guidance SPD was adopted in January 2016. The vision for East Sheen includes to:

- retain the established character of the area.
- improve the convenience of the shopping centre for the community including through its range of uses.
- manage the impacts of the Upper Richmond Road West on the environment and its users wherever possible.
- create a 'centre' for the village at Milestone Green.
- utilise pavements to improve and enliven the street scene in parts of the Upper Richmond Road West; and
- improve Mortlake Station.

**Urban Design Study 2023<sup>12</sup>:** A great deal of information on the area is included in the report which cannot be reproduced in full in this document. Please see the full report on the Council's website<sup>12</sup>. East Sheen Town Centre character area:

- Predominantly Victorian building stock.
- A mixed retail and commercial services hub serving Mortlake and East Sheen.
- Building heights are 2-3 storeys, with larger, more interesting buildings on the prominent corner plots. Most have street-level shop frontages. Some of the buildings, such as the Waitrose, extend as bulky complexes behind the street frontages.
- Historic interest and smaller scale along Sheen Lane, which has a more intimate high street character.
- The busy Upper Richmond Road is a major transport route connecting Putney and Richmond. There is a strong presence of traffic, with associated noise and pollution and it can be difficult to cross, restricting pedestrian movement.



Waitrose, Upper Richmond Road West

**Character area strategy:** Overall, East Sheen town centre has a fair sense of place and heritage, particularly along the smaller-scale Sheen Lane. The quality and functioning of the area as a town centre has been negatively impacted by several unsympathetic developments, the dominance of vehicle traffic, and the loss of coherence in shop frontages. The strategy is therefore to restore the historic character of this town centre and to improve its public realm and sense of identity, particularly along the Upper Richmond Road West, to make it a more attractive destination.

**Character area design guidance:**

- Protect the proportions of period buildings of Sheen Lane, while recognising opportunities for developments with a design elegance, of up to 4 storeys. Key corner plots and the larger scale of Upper Richmond Road could support landmark taller elements.
- Establish more distinctive landmarks, and improve existing, to enhance the sense of place and the area's identity as a destination. For instance, the space around the war memorial.
- Create references to historic pattern, uses and elements where possible to bring coherence, legibility and integrity to the character area. Conserve and enhance valued features including the listed and non-listed elements.
- New development should have distinctive character and should provide inviting public realm as part of a coherent strategy, as opposed to spaces between buildings.
- Better integrate elements of poor design quality that undermine the historic character of the area, notably the 1980s Sheen Lane Centre (although its function as a community hub should be retained). Opportunity for new, distinctive landmarks with design integrity to improve legibility and provide more public realm.
- Establish guidelines for shop frontages to ensure they contribute to the overall street scene quality. Encourage reinstatement of shop fronts' original design to achieve consistency in appearance.
- Retain and enhance the mixed uses, including restaurants, cafés and pubs along Sheen Lane to maintain a sense of activity and vibrancy. Encourage independent shops and businesses, emphasising local makers and artisans.
- Increase width and quality of pavements to better facilitate pedestrian movement and engagement with the area. Create public areas for dwelling and 'spill-out', rather than narrow, transient spaces.
- Consider a wider public realm or cultural strategy to create a sense of coherence between the many different elements.
- Implement more, high-quality street furniture.

- Increase street tree planting and establish more green infrastructure.
- Reduce the dominance of traffic.
- Enhance the sense of arrival and quality of the public realm at the station, identifying opportunities for art and wayfinding.

[East Sheen Business and Retail Association \(ESBRA\)](#) work closely with the community dealing with local issues such as parking and funding new projects, with the aim to support a vibrant high street.

[Mortlake with East Sheen Society](#): exists “to preserve and protect all that is best in our community, to improve amenities and to prevent encroachments and developments that might spoil our environment.”

**Main thrust of Reg 18 Consultation responses. Please see the Council’s website for a Schedule of all responses in full<sup>P</sup>.**

This section is not intended to capture all responses which might be relevant but gives a flavour of responses made. Please see also the equivalent section for Richmond town centre which includes some comments not specific to individual town centres:

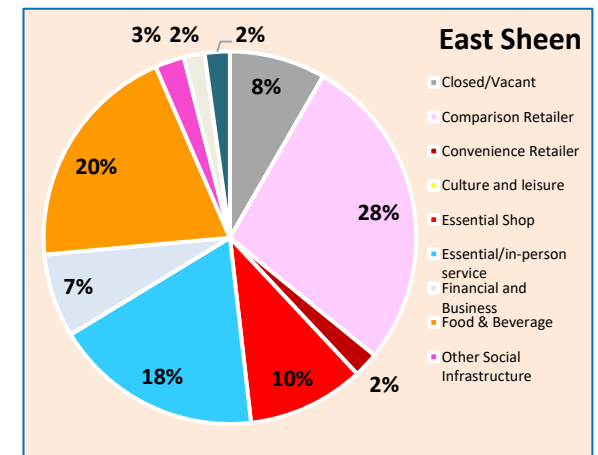
- East Sheen Town Centre boundary: “...physical limits need to be better-defined taking into account additional features such as footway widths, scope for hard and soft landscaping and opportunities for creating “Centre Gateway” treatments.”
- Note the intention to create “shop-like” appearances to empty retail premises but problem needs far more pro-active initiatives to do with ownership, pricing and Use Class management are warranted. We note the challenges and opportunities involved with Use Class E.
- Concern that temporary rights for the hospitality industry to use external areas are made permanent – need for means of mitigation.
- Comments made in relation to Barnes Hospital Site Allocation.

**Composition of centre:**

East Sheen town centre has approximately 280 commercial units /community uses recorded as part of the Council’s 2022 Town Centre Land Use Survey which in terms of numbers make the centre the third largest of the town centres. Compared to the average borough town centre, East Sheen has a larger proportion of comparison retailers (27%, 76 outlets) but a slightly smaller proportion of essential/in-person services (18%, 50 outlets) and food and beverage businesses (20%, 55 outlets). In 2022 East Sheen also has the largest proportion of closed/vacant units (8.2%, 23 outlets) amongst centres of this type.

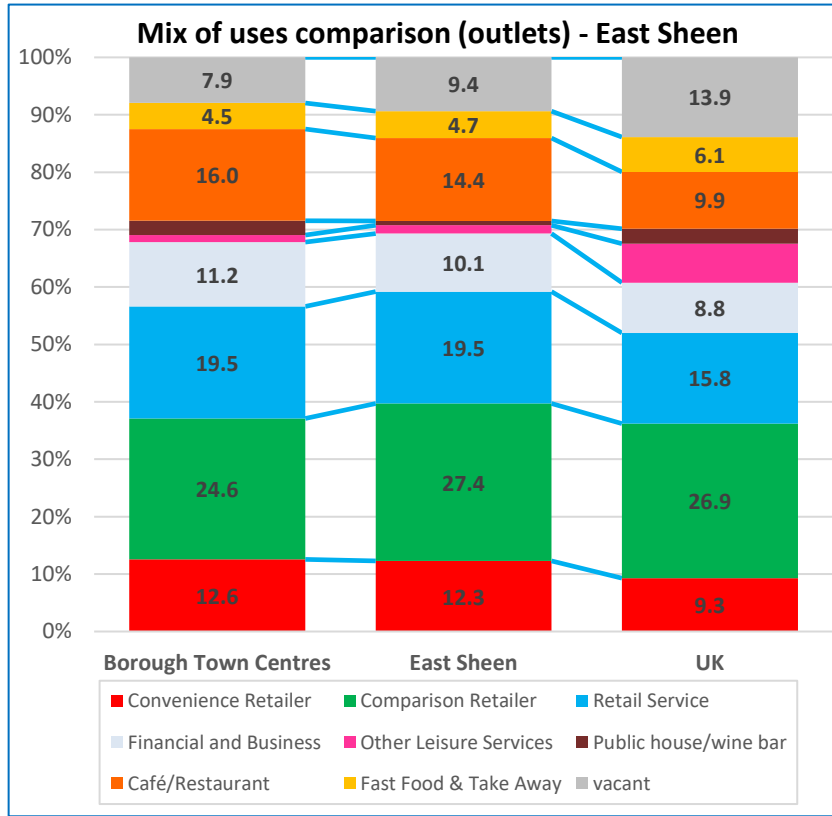
Waitrose caters for the weekly bulk shopping with other branded and independent convenience provision available. 2022 A farmers market held at weekends in the Pig & Whistle car park.

Comparison retailers sell a range of goods, with 8 flooring shops, the same number of kitchen/bathroom shops and clothes shops. Multiples include Robert Dyas, Harvey Jones, Tool Station and Carpetright.

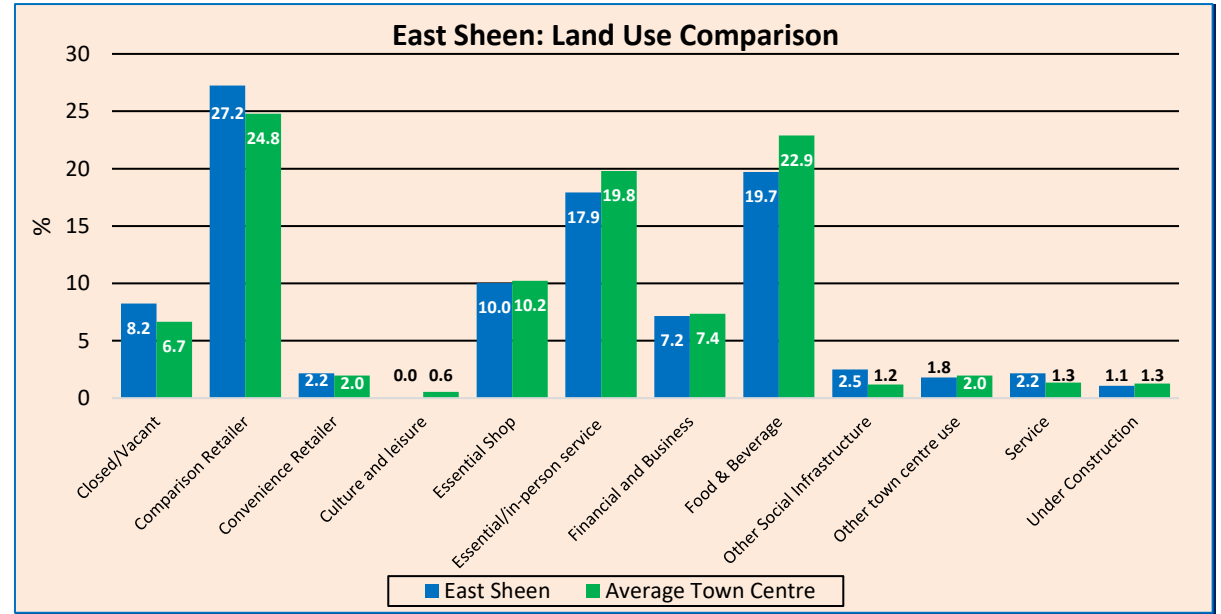


Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

<sup>P</sup> [Agenda for Council on Thursday, 27 April 2023, 7.00 pm - London Borough of Richmond upon Thames](#)

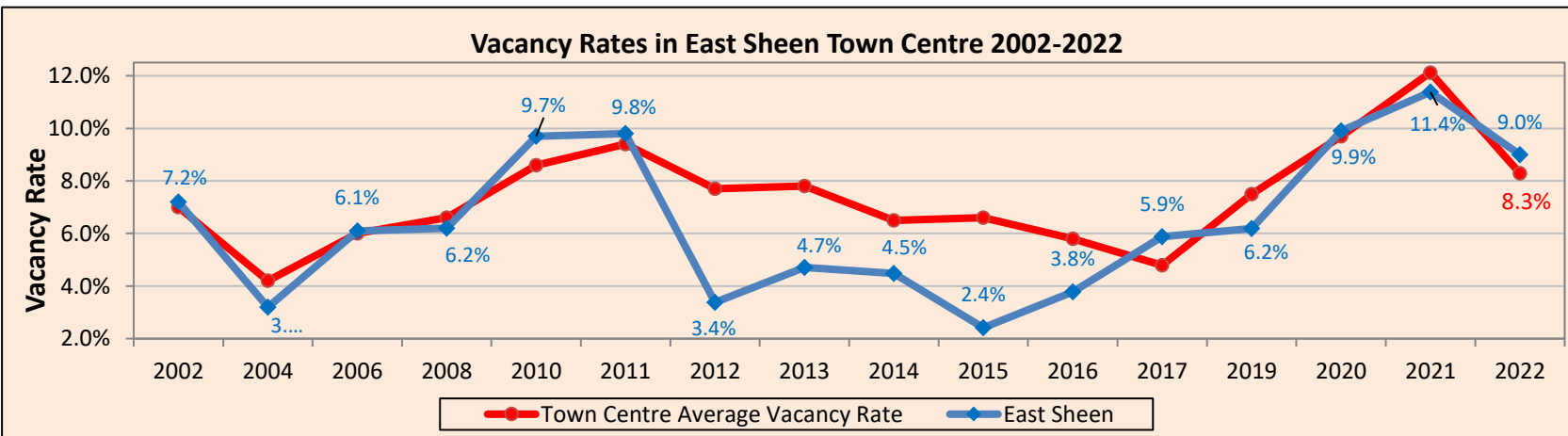


The graph opposite compares East Sheen’s mix of units to the borough and UK average. It is more like the borough land use mix. Compared to the UK average East Sheen has fewer vacancies and takeaways but more retail services, convenience retailers and cafes and restaurants. Whilst Harris and Hoole, Cafe Nero, Pizza Express and several chain takeaways are present, the Food and Beverage sector is dominated by independents rather than multiples.



Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

Source: SSA Town Centre Land Use Survey 2022 & GOAD © copyright GOAD



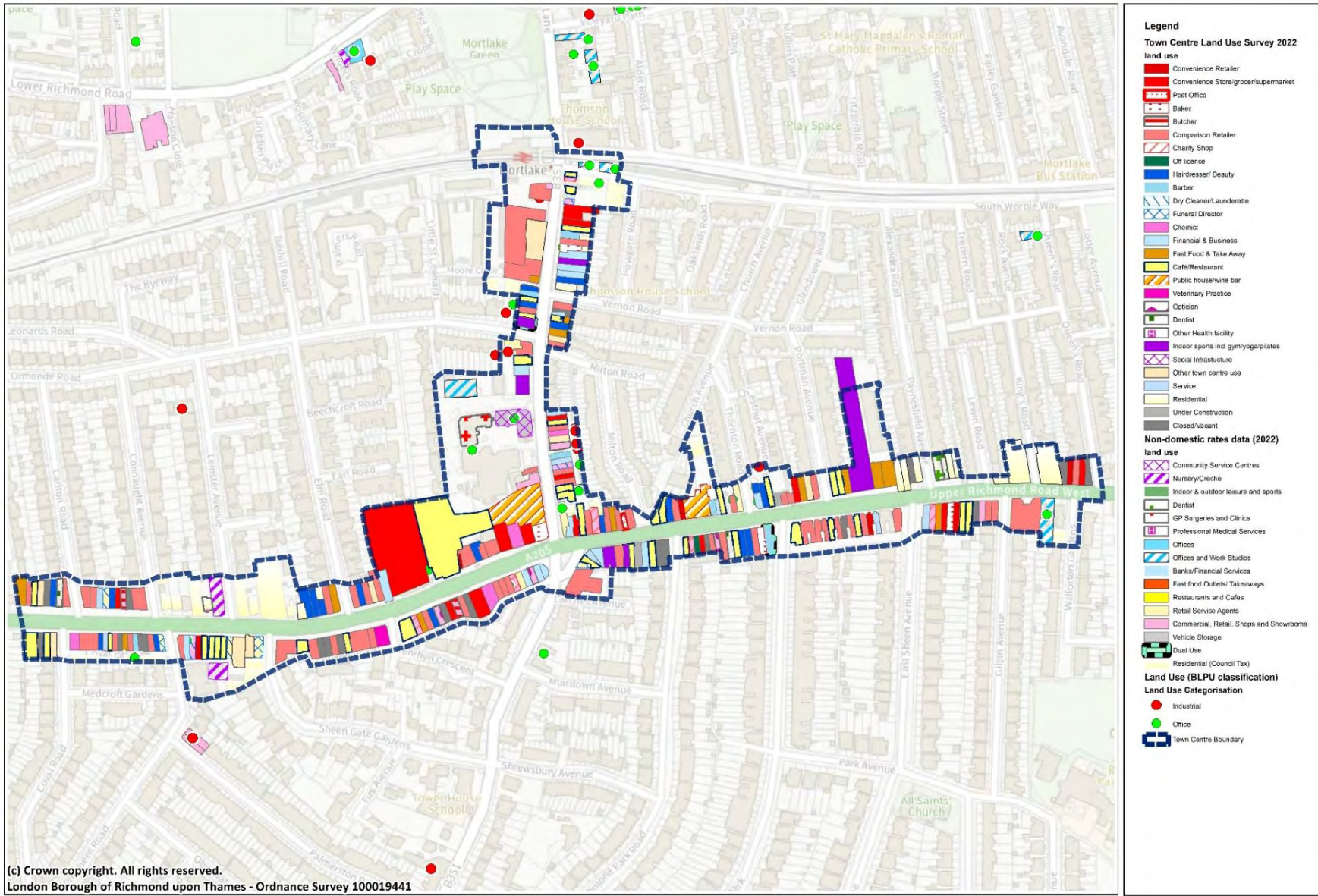
Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

### Vacancy rates:

In 2022 East Sheen’s all frontage vacancy rate was 9%, down from 11.4% in 2021 but higher than the 2022 town centre average of 8.3%. Vacancy rates in East Sheen have fluctuated over time, between 2002 & 2011 and 2017 & 2022 this fluctuation has generally been in line with the average for town centres in this borough. The period between 2012 & 2016 saw that pattern diverge, with East Sheen’s rates noticeably higher.



### East Sheen: Land Use Map



Source: SSA GIS mapping

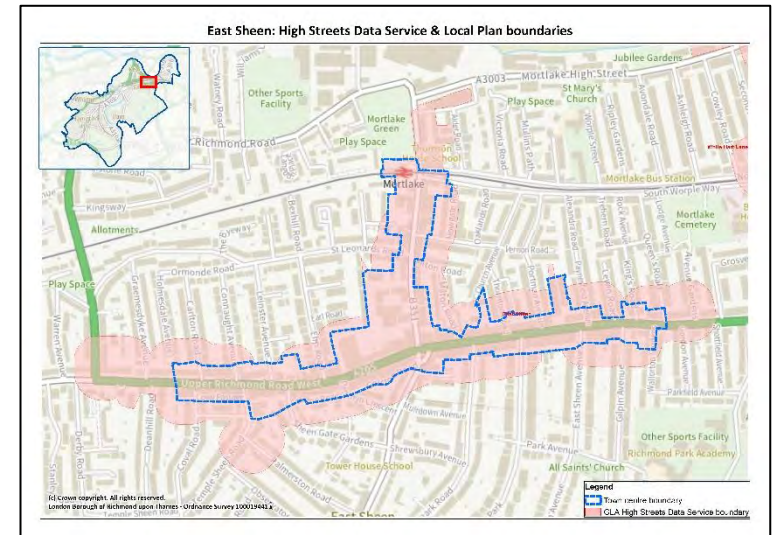
**Resilience to the pandemic<sup>6</sup>**



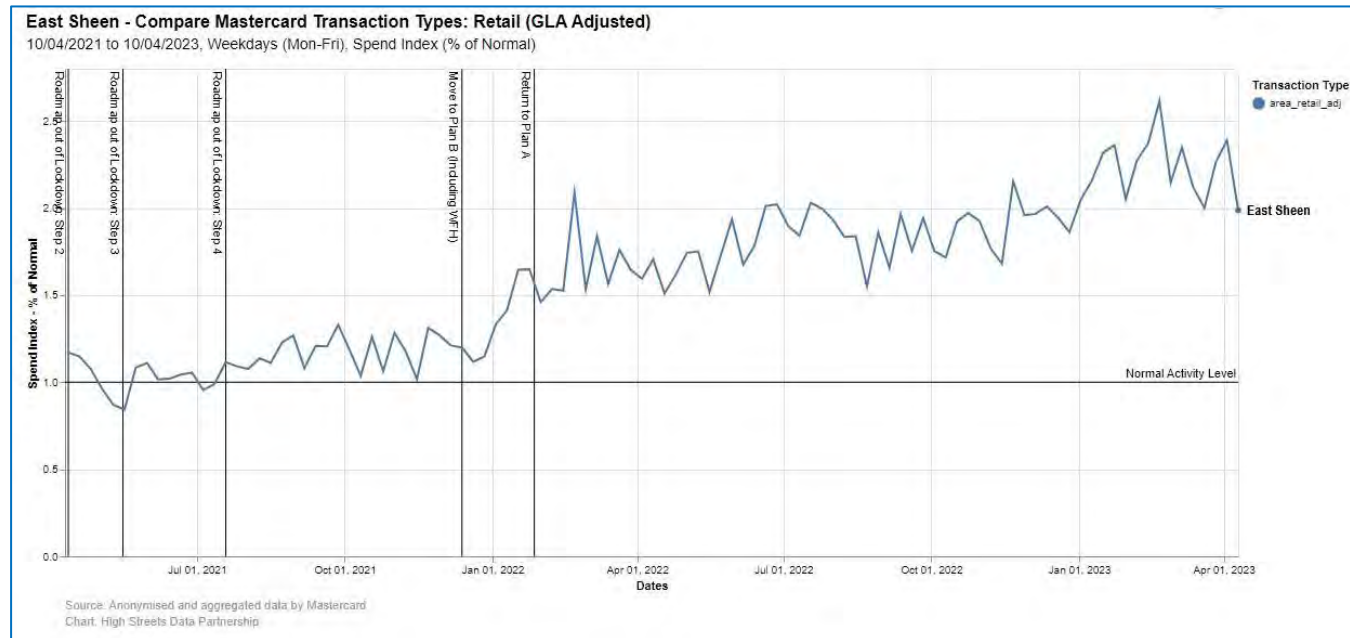
Source: High Streets Data Service<sup>6</sup>.

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'. East Sheen is one of these along with:

- High Street, Teddington
- High Street, Hampton Hill
- High Street, Hampton Wick
- St. Margaret’s Road, St. Margaret’s
- White Hart Lane, Barnes
- Sandycombe Road, Station Parade, Kew Gardens



**Changes in spending<sup>15</sup>**

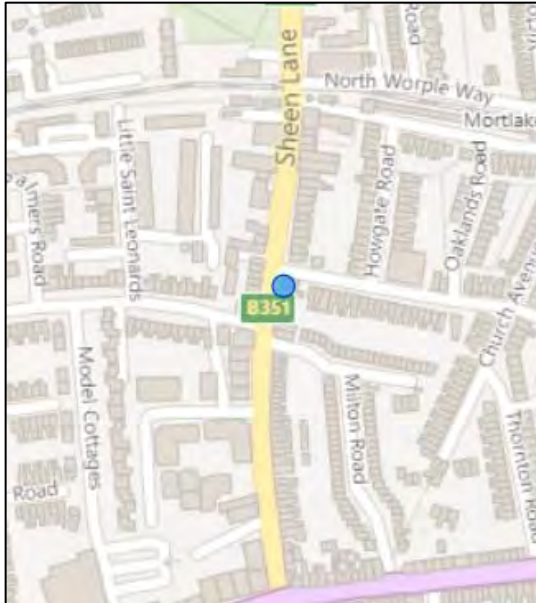


Source: High Streets Data Service.

With the exception of Whitton, spending patterns in East Sheen have increased the most from the normal activity level of the previous year and the graph shows a clear upward trend (GLA adjusted figures – See Appendix 1)

The pattern is very similar for weekends also.

**Traffic Sensor counts<sup>16</sup>**

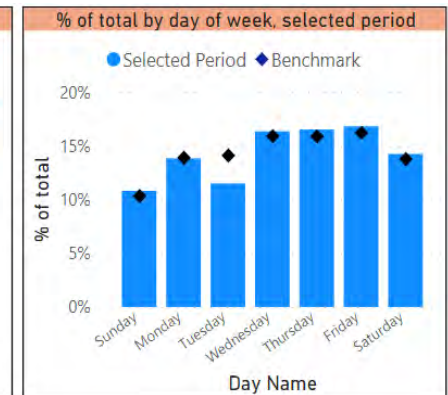
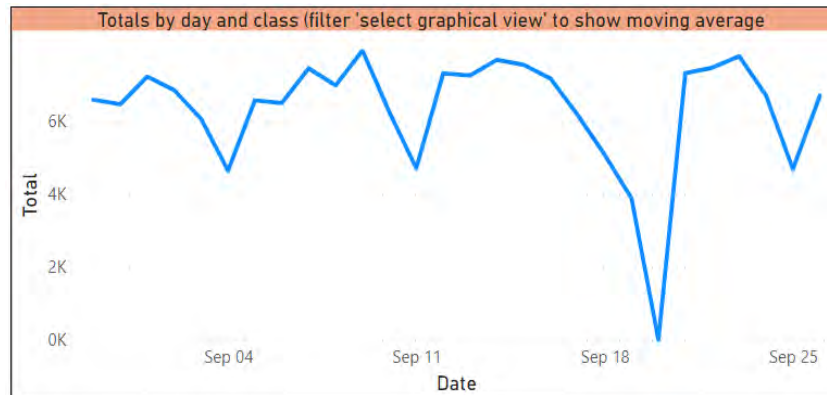


The graph below shows the number of pedestrian detections in September 2022 for a sensor in East Sheen town centre between the 30 August & 26 September 2022. In total this amounts for approximately 175,500 pedestrian detections (both in and out) over that 4 week period. The benchmark period is 5 July – 26 September (last 3 months).

**Sheen Lane - junction with Vernon Road.** This sensor within the north of East Sheen town centre shows a Wednesday - Friday peak and average pedestrian flows of approximately 6,300/day. Pedestrians account for about 14% of all detections. All vehicle, cyclist and pedestrian detections amount to an average of approximately 12,500/day.



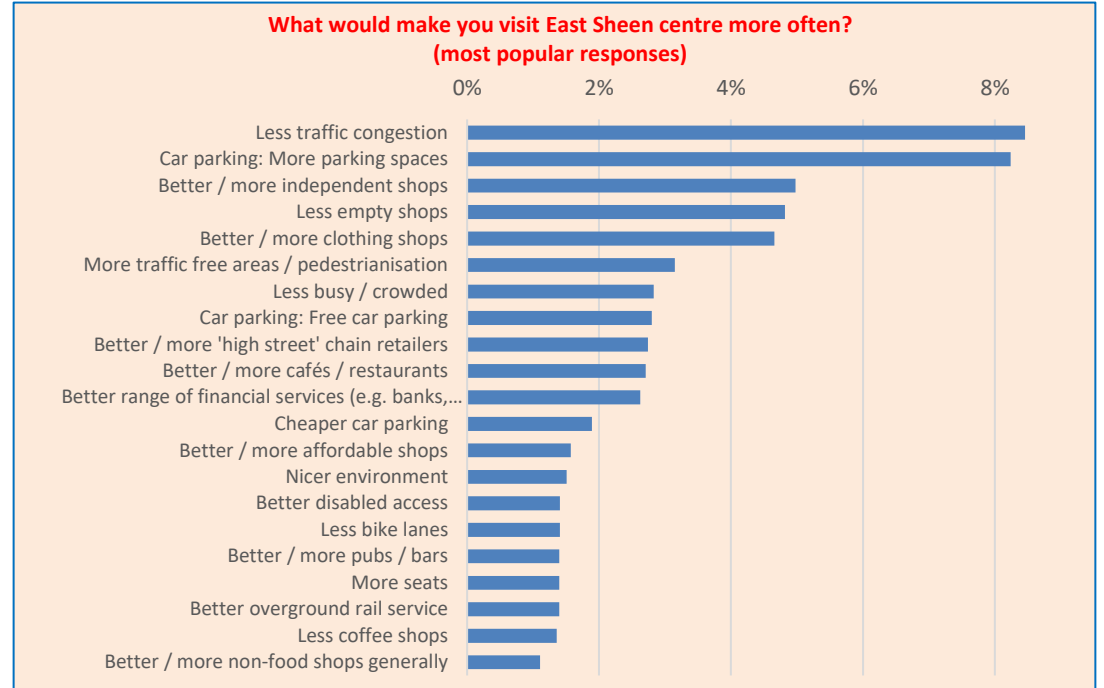
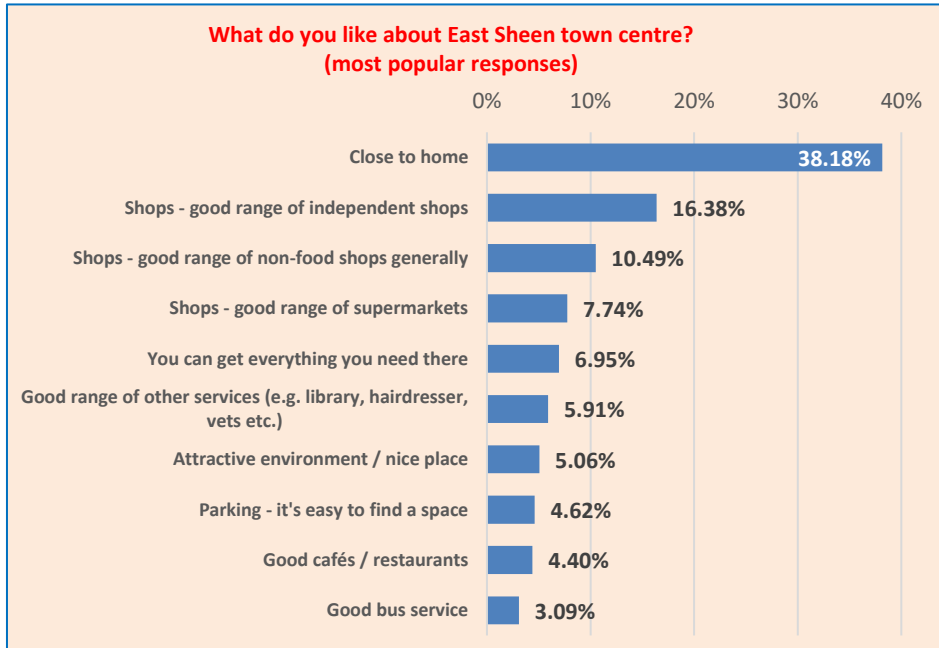
Sheen Lane



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

**Customer views/experience:** The Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> included a household telephone survey which asked respondents about what they liked about the centres they used and what would make them visit more often. These were open questions (and up to 3 answers were coded) which means that there are many different answers possible. As with other centres, East Sheen’s appeal is strongly related to the convenience of the centre being close to home.

In terms of improvements sought, a reduction in traffic congestion and the need for more parking were the most popular answers given. However, there were a wide range of responses, some relating to transport/parking which was clearly an issue for respondents, and others relating to the type and quality of businesses desired. Whilst many of the improvements mentioned are the same for each town centre in the borough, responses for East Sheen focused more on transport issues. A small percentage of respondents sought traffic free areas, (a consideration for Richmond town centre also). Similar suggestions have also been made at other community engagement events.



source: NEMS, as part of Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

**East Sheen: Strengths & weaknesses identified in the Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>**

**Strengths**

- Good provision of convenience retailing within the centre, with Waitrose, Tesco Express and Amazon Fresh.
- Good selection of services for its size.
- Excellent representation of restaurants/cafes.
- Vacancy rate lower than national average.
- Provides good mix of affordable and medium cost premises.
- Lower crime rate than borough average.
- Loyal customer catchment.

**Weaknesses**

- Limited choice of pubs/bars.
- Potential to improve facilities serving night-time economy.
- Survey results indicated higher levels of dissatisfaction with car parking provision than satisfaction i.e. 8% compared with 5%.
- Traffic congestion is an issue throughout the centre.

source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

In 2021 a series of **Community Consultations**<sup>11</sup> 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:

- Better promotion of what is there.
- Want to see lack of banking addressed.
- Using empty shops for craft pop ups.
- More connected with local business owners / staff.
- Consider a High Street currency.
- Consider electronic screens on the street for promotion.
- Independent shops rather than big chains.
- Retain the Sheen Lane shops e.g., Toy Shop and cafes.
- Retain the post office.
- More greener options on the high street.
- Have music on the street.
- Traffic on the Upper Richmond Road.
- Need more parking in the area.
- More pedestrianisation of high streets
- Need to keep outdoor dining (the arrangements put in place due to the pandemic)
- High streets / Sheen lane - Good for exploring and wondering around
- Cafe culture wanted (Sheen Lane place for it, like Church Street in Twickenham)
- Parklets

#### Urban Design Study 2023<sup>12</sup>:

*Valued features include:* Fair condition of townscape and shop frontages with good legibility. A good range of shops and services, readily accessible by bus, support the functionality of the area as a town centre. Small pedestrianised section at the junction of Milton Road and Upper Richmond Road West.

*Negative qualities include:* Lack of green or open spaces and street trees means that the high street can feel dominated by traffic, and the pedestrian environment can be unwelcoming. There are few places for people to spend longer amounts of time. Pavements are sometimes too narrow, making the pedestrian environment feel unwelcoming. As a town centre it lacks a focal point. Poor quality shop fronts threaten the character of the high street.

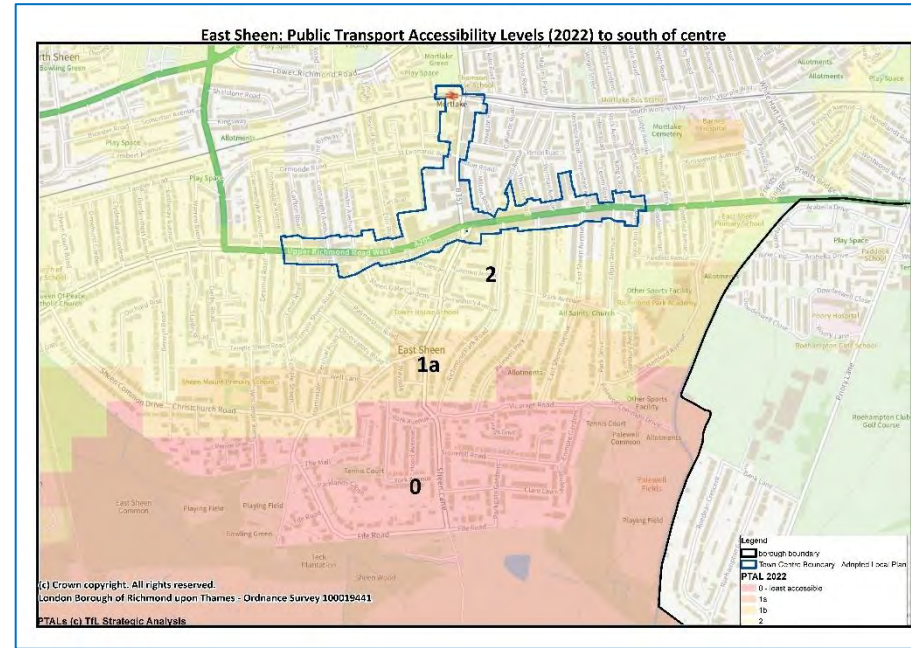
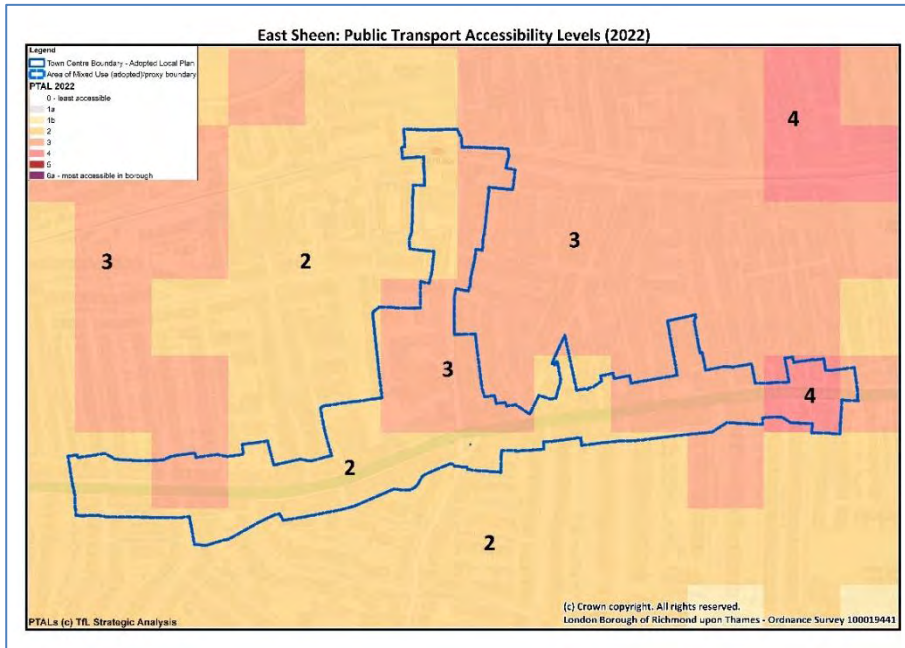
#### Conservation Area Appraisals<sup>25</sup> – CA 70 Sheen Lane

##### Accessibility<sup>8</sup>:

PTALs vary across the centre, improving towards the BR Station, and towards the east. However, there is a residential area to the south where public transport accessibility is much poorer, including where the PTAL rating is 0 – the poorest categorisation.

**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 borough<sup>8</sup>.**

Mortlake Rail Station is in the north of the town centre, accessed primarily from Sheen Lane. The station provides services into central London via the London Waterloo loop (via Kingston and Hounslow) and west out of London to Windsor and Eton Riverside. East Sheen town centre is served by four bus routes providing good access to other centres within the Borough and other parts of London including Barnes, Clapham Junction, Tooting. Bus routes which serve the centre include 33 (which also operates a night service), 337, 493 and 969. There are three car parks within the town centre boundary – Sheen Lane, Waitrose (for customers only) and Mortlake Station.



Source PTALs © TfL Strategic Analysis

**Shopping patterns<sup>2</sup>**

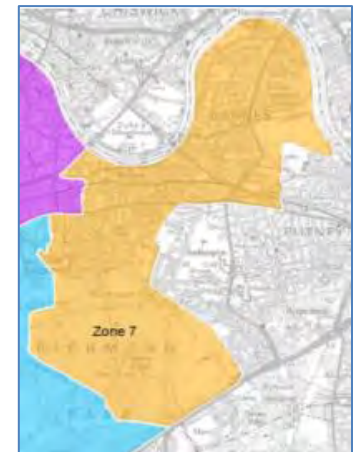
East Sheen’s local catchment area includes the wards of Mortlake and Barnes Common, Barnes and East Sheen. The household survey results indicate 25% of respondents across the study area had used shops and services in East Sheen in the last year, which is the second lowest of the five town centres in the Borough. However, a significantly high proportion (78%) of people living in the local area (Zone 7) had visited the centre. Only 1% of survey respondents indicated that they do most of their non-food shopping in East Sheen town centre, significantly below Richmond but the same as Whitton. The retail capacity analysis suggests East Sheen attracts most trade (75%) from Zone 7. The centre has a relatively localised catchment area when compared with Richmond and Twickenham.

**Capacity<sup>2</sup>:**

The Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> has forecast need for retail and leisure floorspace over the plan period as follows:

Zone 7 East Sheen & Barnes	Requirement in m2 (gross) – rounded				
		Convenience	Comparison	Food/ Beverage	Total
By 2034		50	150	1,100	1,300
By 2039		0	100	1,250	1,350

Zone 7 covers a larger area than East Sheen town centre, including Barnes. It has a very small amount of residual capacity for retail by 2034. Most of the small undersupply is from the Food & Beverage sector. Taking into account vacancies in this zone, Lichfields have advised that re-occupied vacant floorspace could accommodate the floorspace projection up to 2039. Alternatively, residual capacity in this zone could be met by the Stag Brewery development or otherwise transferred to Zone 1 (Richmond).



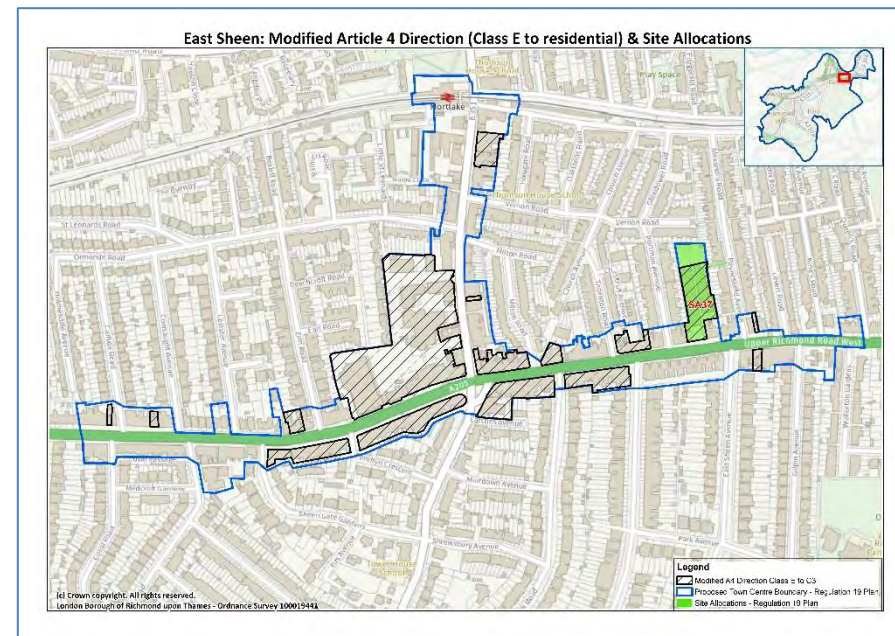
An [Article 4 Direction](#)<sup>5</sup>, which covers a good proportion of central part of the town centre plus blocks on Sheen Lane, restricts the change of use from Class E to residential as modified by the Secretary of State and came into force on 29 July 2022.

#### Site Allocations in Publication Local Plan<sup>3</sup>:

Within the town centre boundary there is some potential where the townscape is less intact for development to restore the historic character. The Telephone Exchange and 172-176 Upper Richmond Road West, East Sheen (Site Allocation 37) is an opportunity - if the telephone exchange is declared surplus to requirements – to contribute to the vitality and viability of the centre via a mixed-use scheme. Towards Mortlake High Street, there is a similar opportunity - if the Mortlake and Barnes Delivery Office, Mortlake (SA 36) becomes surplus - for employment or other commercial and retail uses.

At Stag Brewery (SA 35) there is a significant opportunity to create a new quarter for living.

At Barnes Hospital (SA 38) redevelopment is expected to provide a new Special Educational Needs (SEN) school and health centre, along with residential. Planning permission subject to a s106 agreement has recently been granted.



Source: SSA mapping

#### Operator space requirements<sup>9</sup>:

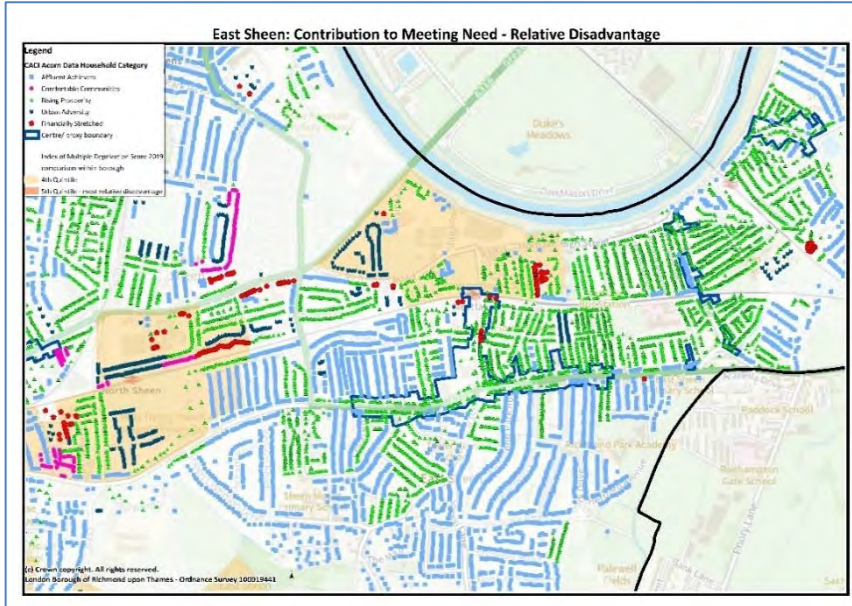
9 businesses were looking for space in East Sheen town centre (source - The Requirements List<sup>17</sup>) only one of which was a comparison retailer – The Range Home (home furnishings/garden) who were looking for a larger unit. This retailer was looking also in Twickenham, Teddington and Richmond and is very unlikely to be looking for representation in all these locations. Others included 2 charity shops, 2 yoga/ fitness studios and requirements from businesses in the Food & Beverage sector.

#### Contribution to meeting specific needs:

In the borough's five town centres it is accepted that there is adequate retail and service provision. It is noted that despite its size there is no bank in East Sheen although there are several ATMs.

<sup>9</sup> Please note that some of the listed requirements are likely to be generic to London centres rather than specifically within LBRUT.

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



**Legend**

**CACI Acorn Data Household Category**

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

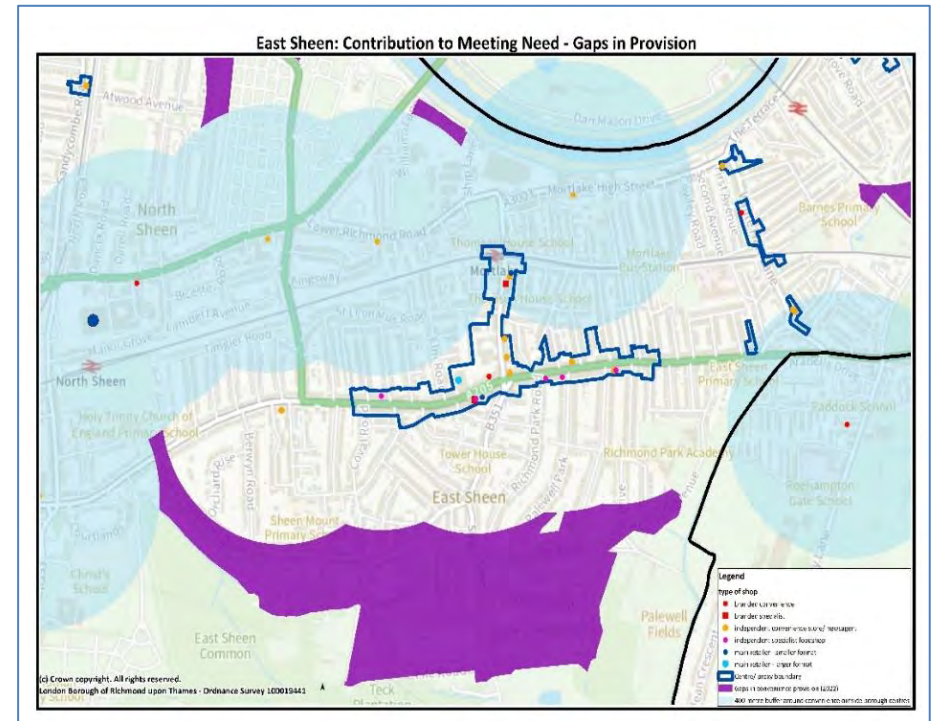
CACI have produced a dataset (ACORN) which categorises households into different typologies<sup>19</sup>. Using Census and other data CACI split postcodes into 6 main categories (further sub-divided) to assist in understanding the types of people living in each area<sup>3</sup>. Many households in or nearby East Sheen district centre are classified as “affluent achievers” or “rising prosperity” as illustrated on the map opposite.

However, it is also clear that East Sheen provides the nearest facilities for those living to the north (Mortlake) which include households where communities are classified as “urban adversity” and “financially stretched” and are recognised as being relatively disadvantaged in a borough sense according to the IMD 2019<sup>9</sup>. This area has a significant amount of social housing.

**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 see Technical Appendix for details.

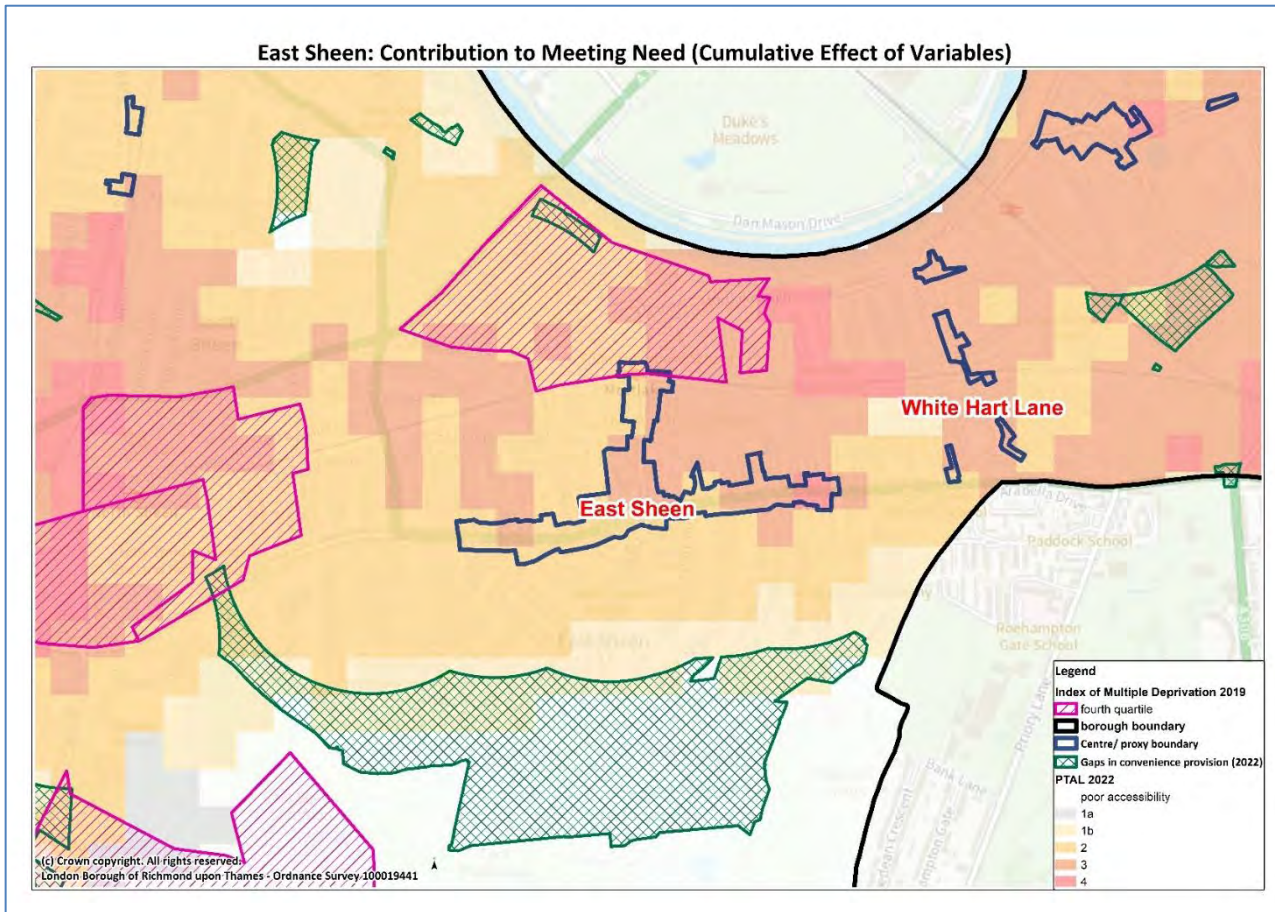
An area to the south of the district centre is an identified gap in convenience provision, which itself is bounded to the south by Richmond Park. East Sheen clearly has an important role to play in providing shopping and facilities for residents.



Source: SSA GIS mapping



**Cumulative factors:**



Source: SSA GIS mapping

East Sheen’s contribution to meeting need is significant in that it provides for communities which are considered relatively disadvantaged, those which live more than 400 metres away from food shopping and also those who live in areas not well served by public transport. There is some overlap between these variables as the map above shows. Geographically, East Sheen is located between the bend in the River Thames and Richmond Park to the south.

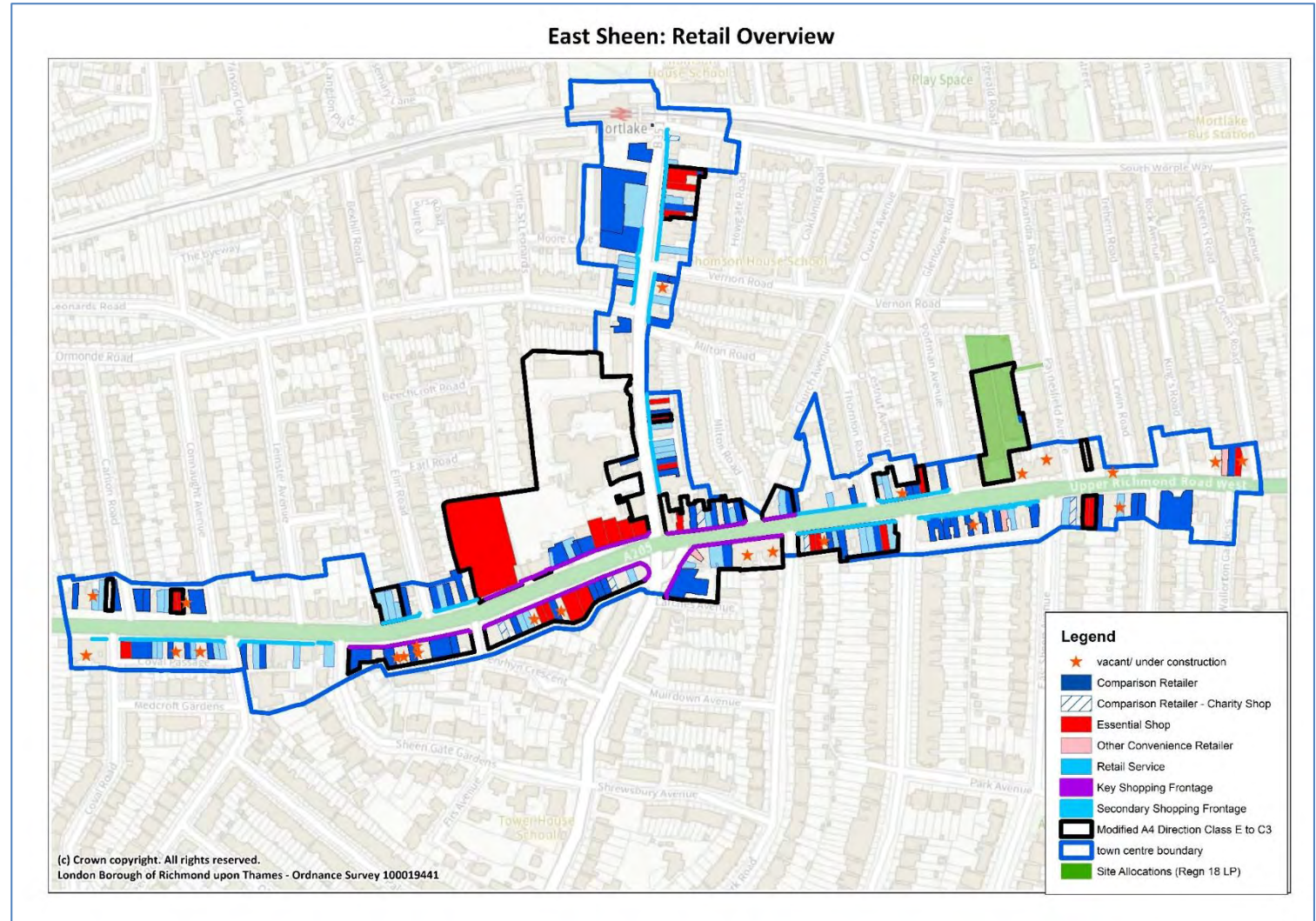
**Summary:**

East Sheen is a linear centre in the east of the borough impacted by the busy south circular road. It is a valued district centre with a convenient range of shopping and facilities and has a relatively localised catchment area. However, it has a significant comparison goods offer with approximately 75 shops in this sector which are mainly independents. Pubs/bars are underrepresented compared to both the borough and national average, which may represent an opportunity. Vacancy rates have largely mirrored the town centre average since 2017, although in 2022 is slightly higher than the average for town centres in the borough, albeit below the UK average. There is residual capacity for an increase in primarily food & beverage sector floorspace by 2034. Policy aims to support the centre and allow it to adapt. This area is intended to include a major development opportunity at the Stag Brewery which if implemented, will increase the population of the area substantially. The centre is to link with this new heart at Mortlake. East Sheen is a particularly significant centre in meeting the needs of communities more than 400 metres from provision, those who are relatively disadvantaged according to the 2019 Index of Multiple Deprivation<sup>9</sup> and serves a residential population to the south which has very poor public transport accessibility.

**Primary Shopping Area:**

It is proposed to designate a Primary Shopping Area for East Sheen town centre to ensure that there is a sufficient quantum of retail space available for the centre to fulfil its role in the hierarchy and in terms of meeting the need for shopping as evidenced by the above analysis and that provided in more detail in the Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>. East Sheen provides a comparison shopping function with approximately 75 shops selling comparison goods, many of which are independents. It is important to foster a compact retail core which facilitates comparison shopping. In defining the boundaries the location of both independents and multiples are considered.

East Sheen is a linear centre with a spur along Sheen Road. PSAs are defined where retail predominates with a view to making the retail area as compact as possible centred on the Upper Richmond Road/ Sheen Road crossroads.



**Town Centre Boundary:**

Lichfields have advised in the Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> that minor amendments to East Sheen’s centre boundary could be considered. The northern part of the centre contains several residential units. The centre boundary could be adjusted to begin at Mortlake Railway Station. There are also residential units on southern side of Upper Richmond Road West which could be removed. There are several residential units along the northern side of Upper Richmond Road West, between the junctions of Leinster Avenue, which could also be removed.

The adopted Plan main centre boundaries have been reviewed and a number of minor changes are proposed to reflect the current land use pattern, primarily to exclude residential development. It is not proposed to remove parts of Mortlake Station at present.

**Recommendations:**

**Hierarchy:** East Sheen is one of five town centres in the borough. The adopted [London Plan](#) classifies it as a district centre in the town centre network. The evidence supports East Sheen as being a well-used centre which provides a good range of facilities. It is expected to retain its position in the long term and there therefore East Sheen warrants its position in the top tier of the borough hierarchy.



**Recommendation:** East Sheen is classified as a town centre in the hierarchy.

**Recommendation:** A Primary Shopping Area is defined which will be included on the Policies Map as indicated on the map above.

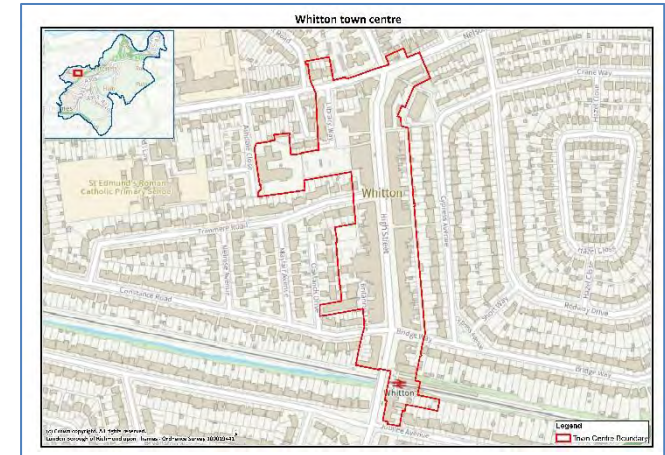
**Recommendation:** A Town Centre Boundary is proposed for East Sheen.

## 6.5 Whitton town centre

**Overview:** Whitton, located in the northwest corner of the borough, is the smallest of the town centres in the hierarchy providing a range of shopping and services. It has a community centre and library within its centre boundary. Whitton is classified as a district centre in the [London Plan](#)'s network of town centres. It is made up almost exclusively of 1930s red brick parades, with the landmarks of the Station to the south of the High Street and the Admiral Nelson pub to the north. Whitton is also a destination for visitors to Twickenham Stadium, the home of the Rugby Football Union.

The emerging Local Plan recognises that Whitton is less accessible by public transport than for example Richmond and Twickenham. The vision for Whitton is to enhance the sense of arrival and quality of the public realm. Any increase in population from the implementation of Site Allocations is likely to be small, but would be served by Whitton, and in turn additional expenditure generated will assist in supporting the centre.

The following analysis shows how very significant Whitton is in meeting local need for shopping and services. Whitton also serves a population to the west which is amongst the most disadvantaged in the borough according to the 2019 Index of Multiple Deprivation<sup>9</sup>. Therefore, there is a cumulative effect resulting from these factors, with this district centre providing shopping and services to the surrounding community on all sides.



### Whitton's key roles include:

- convenience shopping – good offer including two medium sized food stores operated by Lidl and Iceland and small stores for top-up shopping operated by Tesco Metro and Sainsburys Local. Supplemented by independent convenience stores, three bakers, a butcher, greengrocer, off-licence and sandwich shop.
- comparison shopping – limited selection of comparison retailers, predominantly independent, plus charity shops
- services – reasonable range of non-retail services given its size. Good selection of restaurants/cafes. hairdressers/beauty parlours and fast food/takeaway outlets.
- entertainment and evening economy – a good choice of restaurants, which may reflect its popularity on match days, although limited pubs/bars.
- community facilities – including Whitton Library/community centre, two dentists, optician, a physiotherapist, a chiropodist and Post Office as well as many hairdressers and barbers and three betting shops.

Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> & SSA.



**Policy & Designations:** Whitton is defined as a district centre in the Mayor's Town Centre Network. In terms of the Mayor's classification of commercial growth potential, forming part of the network in the [London Plan](#), Whitton is categorised as low and residential growth as 'incremental'.

**Adopted Local Plan:** Whitton is classified as a main centre in the adopted Local Plan centre hierarchy. It is defined by a Main Centre Boundary and has designated key & secondary shopping frontages.

**Regulation 18 Local Plan:** As adopted.

**Proposed Publication Plan (Reg 19):** TCB, PSA, SA 20 - Whitton Telephone Exchange. SA 21 (Kneller Hall) to the northeast of the centre (no increase in residential population).

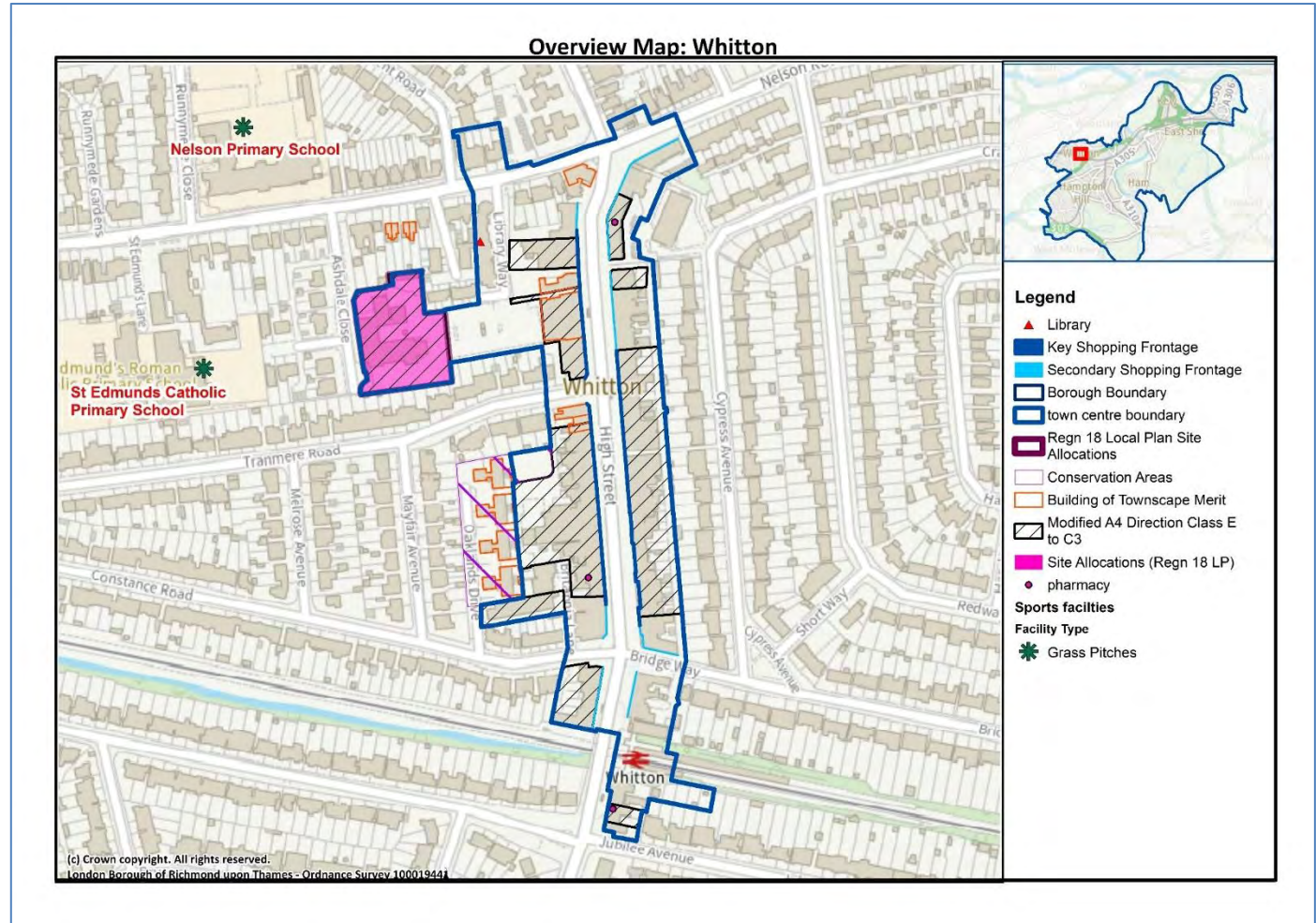
**Publication Plan Local Plan Area Strategies**

Strategy: “Whitton High Street D2 has a medium sensitivity to change, owing to the consistency in built vernacular and scale of buildings along the High Street, and the strategy is to conserve its uniformity and functionality and enhance its strength of character and identity.”

Vision: “to retain and reinforce the established character of the area and ensure the provision of community facilities and transport links. This includes protecting the 1930s architecture, within both Whitton High Street and in the surrounding residential areas and encouraging village events such as markets or regular cultural events, in the High Street or in other suitable areas such as parks and open spaces.”

Policy: “Future development in this place is expected, where relevant, to: (extract)

- Consider opportunities to reduce the dominance of cars and promote active travel; improve permeability and create space for pedestrians; introduce measures to improve cycling safety and air quality.
- Contribute to enhancing the sense of arrival and quality of the public realm at Whitton Station, identifying opportunities for art, wayfinding, and public realm.
- Contribute to opportunities to provide space for dwelling and encourage village events such as markets or regular cultural events in the High Street or in other suitable areas such as parks and open spaces; including temporary pedestrianisation of roads to enable “spill-out” from restaurants, cafés and pubs, and restoring and maintaining street trees and planters.”



Source: SSA GIS mapping

**Related Area specific strategies/ Partners**

**Heathfield and Whitton SPD<sup>1</sup>**

Vision: Whitton High Street being restored to its 1930s character and continuing to provide shopping and services with an improved evening offer. The SPD provides advice for development sites and shop front guidance.

**Urban Design Study 2023<sup>12</sup>**: A great deal of information on the area is included in the report which cannot be reproduced in full in this document. Please see the full report on the Council’s website.

<sup>1</sup>[https://www.richmond.gov.uk/media/7643/whitton\\_and\\_heathfield\\_village\\_planning\\_guidance\\_spd\\_july\\_2014.pdf](https://www.richmond.gov.uk/media/7643/whitton_and_heathfield_village_planning_guidance_spd_july_2014.pdf)

**Character Area Design Guidance:**

- Respect the consistent scale and proportions of existing parade buildings (not exceeding 3 storeys) and streetscape which is fundamental to the character of the area. Opportunity to increase height of 1-2 storey, modern developments.
- Replace and upgrade the 1960s development between no's 16-30 to improve coherence of street. Opportunity for new, distinctive landmarks with design integrity to improve legibility and provide more public realm.
- Architectural detailing is an important feature of buildings in this area and avoid plain, oversimplified designs. Encourage use of characteristic materials, such as high-quality red brick.
- Establish guidelines for shop frontages to ensure they contribute to the overall quality of the street scene. Encourage reinstatement of shop fronts to achieve consistency in appearance.
- Retain the mixed uses, including restaurants, cafés and pubs, to maintain a sense of activity and vibrancy.
- Potential to create more of a sense of identity through future landmark developments, enhanced public realm, and gateway features at either end of the High Street.
- Enhance the sense of arrival and quality of the public realm at the station, identifying opportunities for art, wayfinding, and public realm.
- Review supermarkets and car parking provision to create a better centre, with potential for considered development at the car park site to improve the character of the town centre.
- Continue to improve, and consider temporary pedestrianisation of, roads to create café seating or more width to improve pedestrian experience and reduce the perceived dominance of vehicles.
- Creation of public areas for dwelling rather than just transient spaces.
- Continue to increase, restore, and maintain street-trees and planters.
- Continue to implement more, high-quality street furniture.



Whitton Business Association<sup>s</sup> - <https://www.lovewhitton.co.uk/> Whitton has an active business association and town centre manager.

**Main thrust of Regulation 18 Consultation responses.** Please see the Council's website for a Schedule of all responses in full<sup>t</sup>.

This section is not intended to capture all responses which might be relevant but gives a flavour of responses made. Please see also the equivalent section for Richmond town centre which includes some comments not specific to individual town centres:

- Does not address the main 20-minute neighbourhood challenge facing the area is a lack of local employment resulting in the vast majority of people having to travel out of the area for work and when it comes to leisure, there is very little in the way of entertainment, culture or restaurants. This makes Whitton & Heathfield one of the most car-dependent areas of the borough.
- Several comments in relation to Site Allocation for Kneller Hall.
- Support for the designation of Whitton Community Centre as a Site Allocation. Some concerns regarding wording precluding certain uses on site and changes sought to boundary.
- Objection to residential being included in redevelopment of the community centre as use considered incompatible.

**Composition of centre:**

Whitton is the smallest of the town centres with approximately 130 units. Its service provision is good with almost of quarter of outlets providing an essential in-person service. This proportion is notably higher than the equivalent for this type of centre in the borough. The percentage of essential shops is also significantly higher, Whitton having a butcher, several bakers, no less than 5 chemists, greengrocer, Post Office off- licence and newsagent, although no bank.

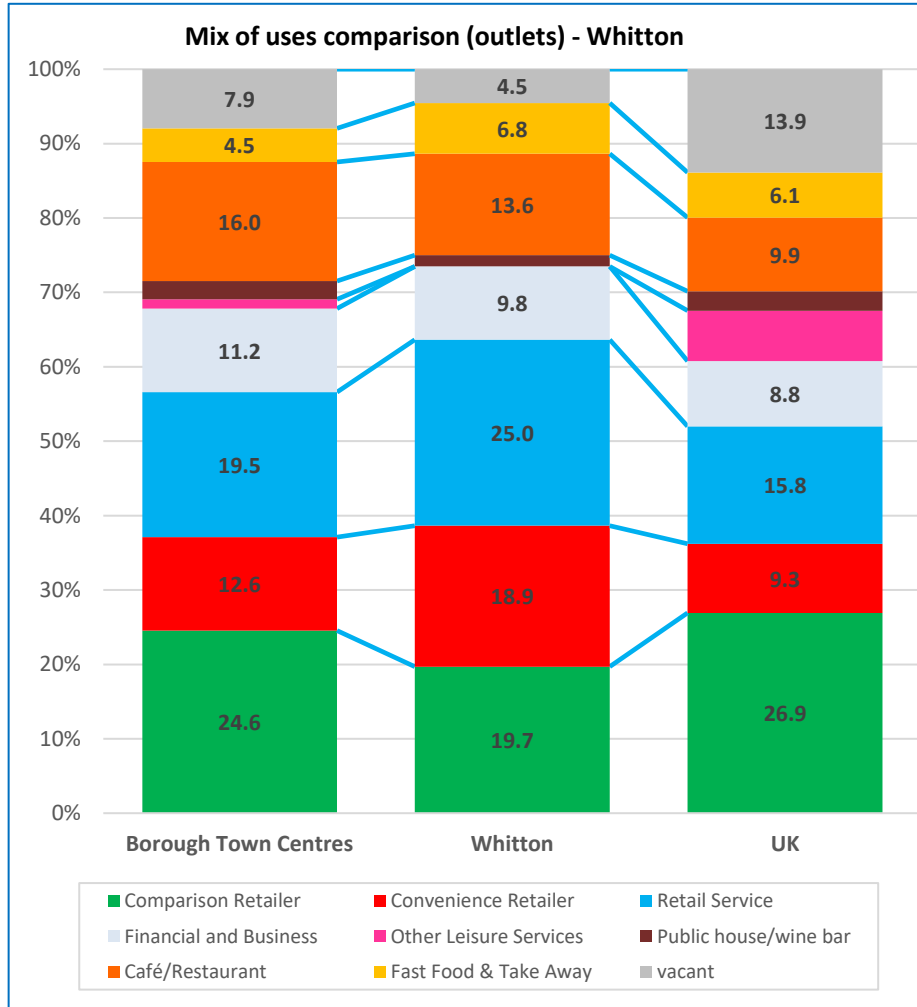
Conversely Whitton has a comparatively limited selection of comparison shops (28 outlets). The centre has a slightly lower proportion of Food & Beverage outlets than the borough average and has only 2 pubs.

<sup>s</sup><https://www.lovewhitton.co.uk/>

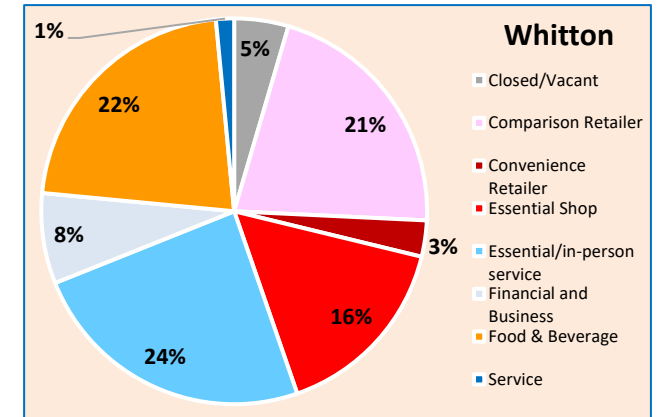
<sup>t</sup> [Agenda for Council on Thursday, 27 April 2023, 7.00 pm - London Borough of Richmond upon Thames](#)

Whitton town centre has a limited number of comparison retailers (excluding charity shops which are well represented) for a town centre and few multiples.

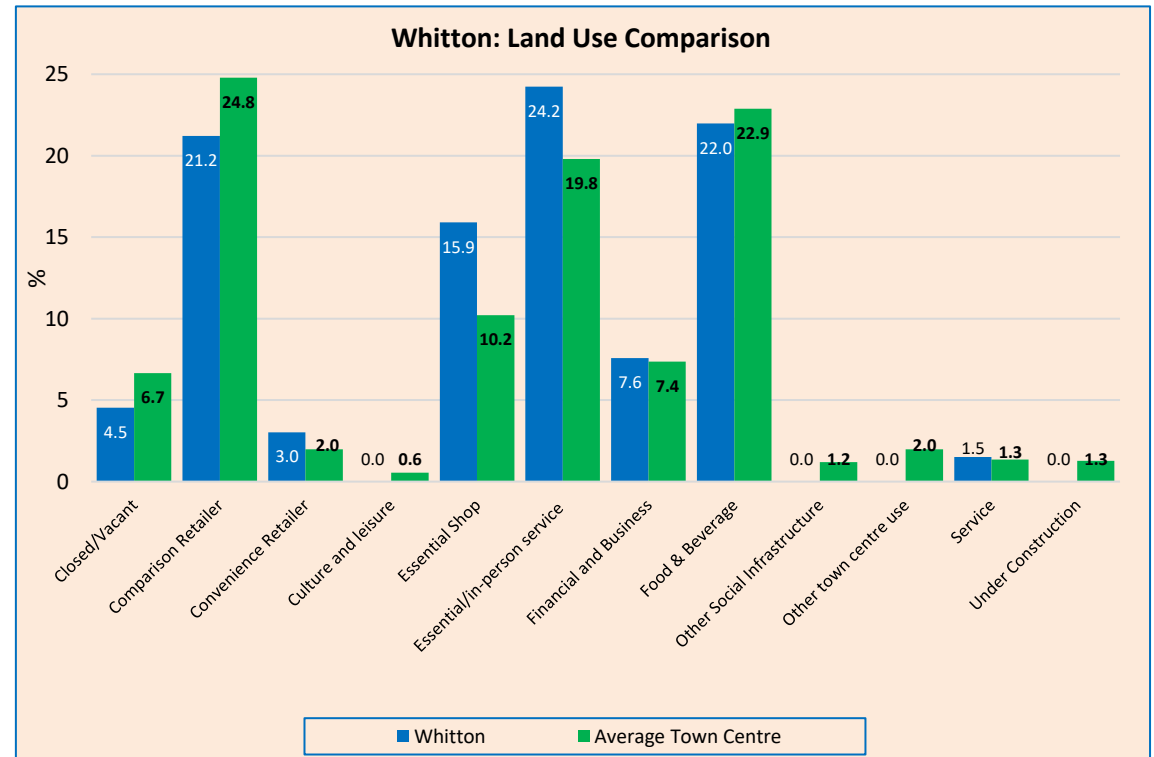
We can see that providing convenience shopping and services was the main role of this centre in 2022, with proportions of units in these sectors notably larger than the 'average UK town' according to GOAD<sup>10</sup>.



Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> & SSA.

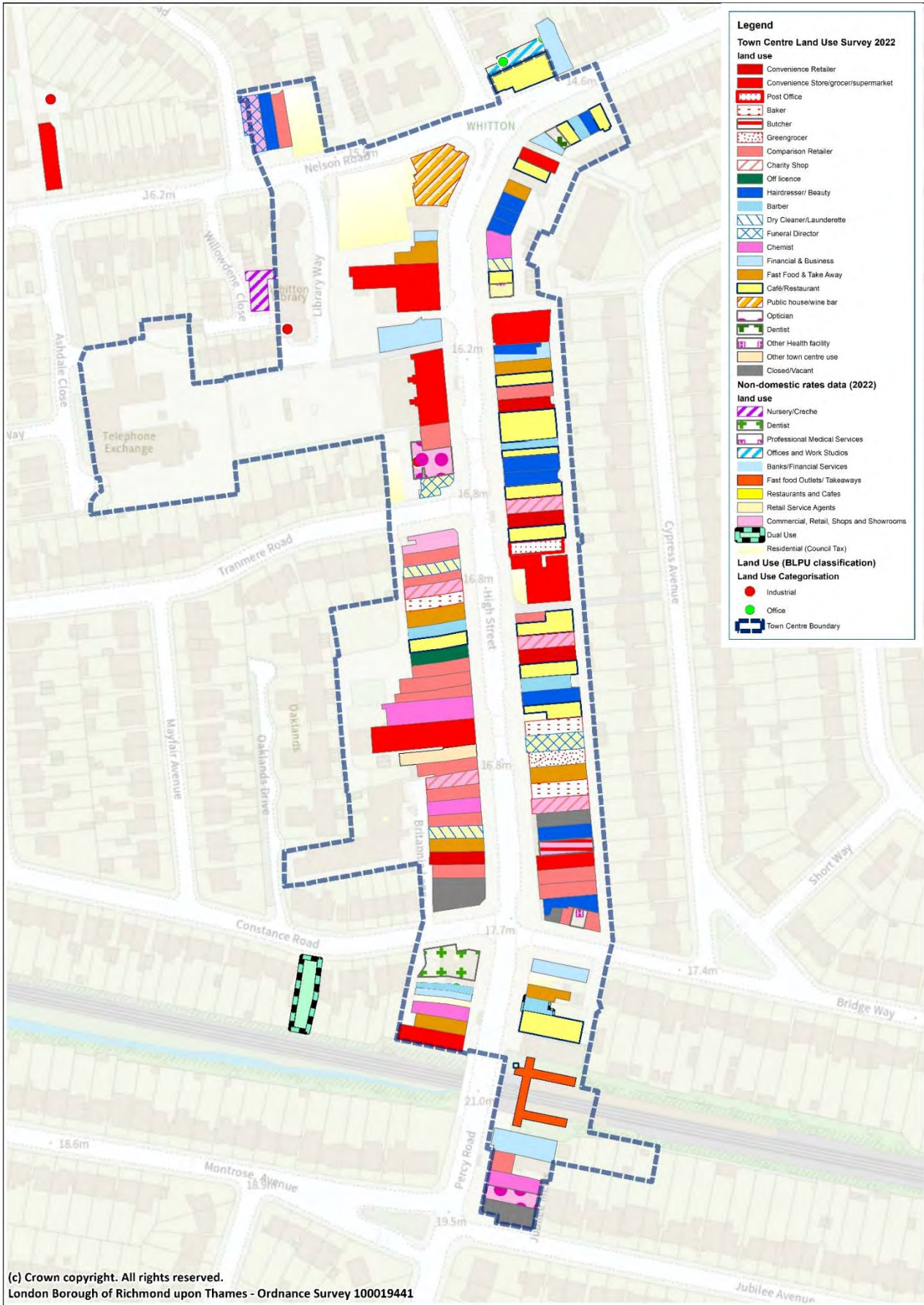


Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>



Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

### Whitton: Land Use Map

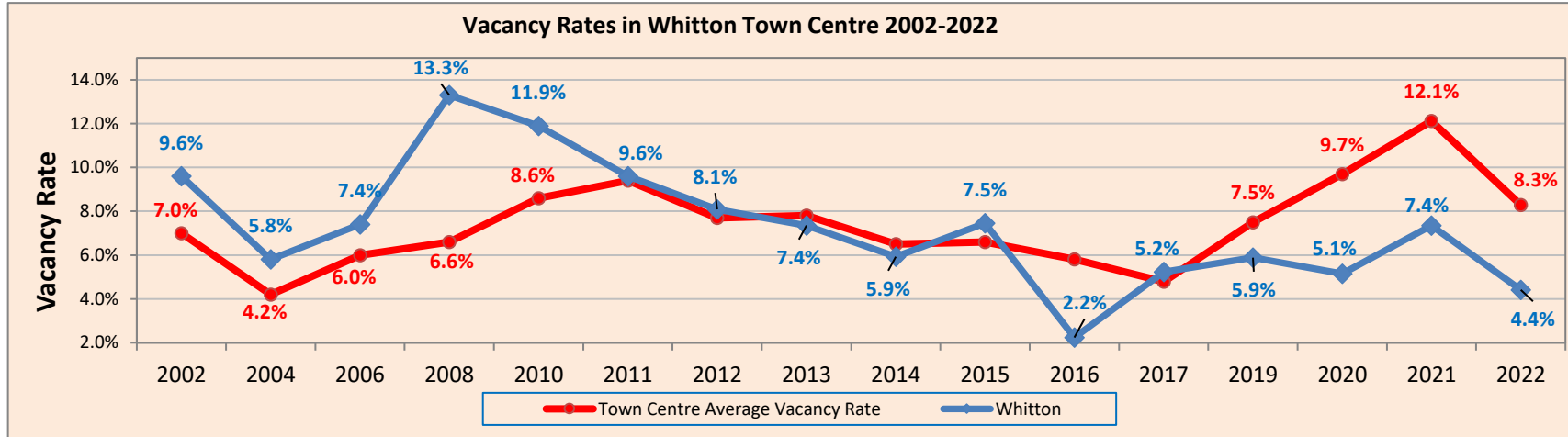


(c) Crown copyright. All rights reserved.  
London Borough of Richmond upon Thames - Ordnance Survey 100019441

Source: SSA GIS mapping



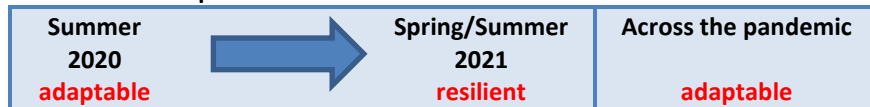
Vacancy data:



Before 2011 Whitton’s vacancy rates were typically higher than the average borough town centre. However, since 2016 they are instead generally lower. In fact in recent years they have been significantly lower.

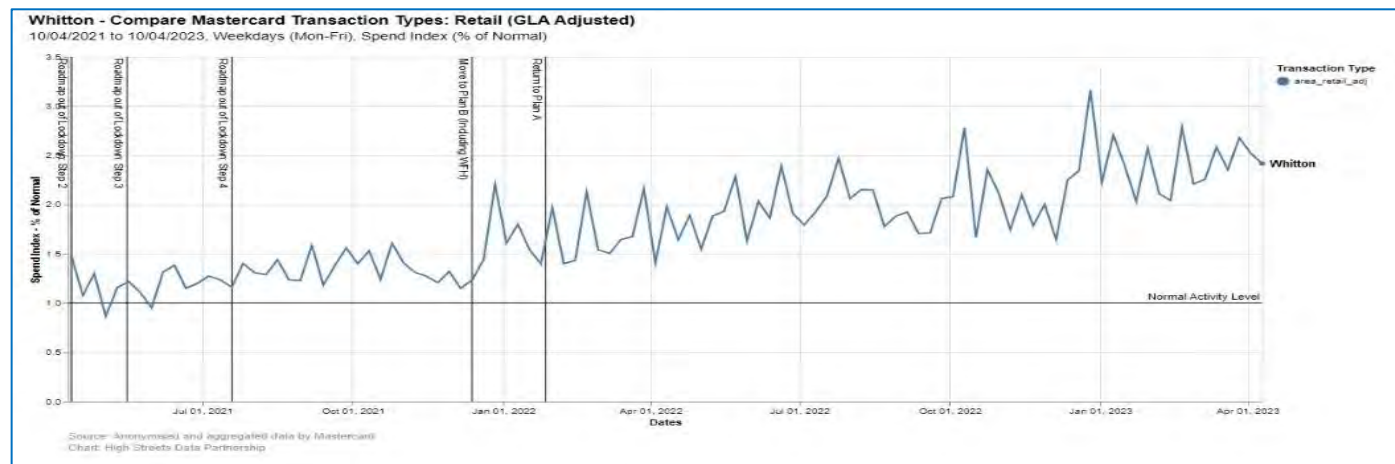
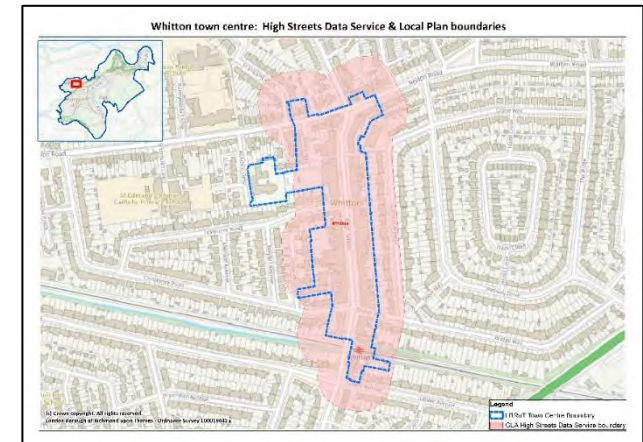
Source: SSA Town Centre Land Use Survey 2022<sup>14</sup>

Resilience to the pandemic<sup>6</sup>



Source: High Streets Data Service<sup>6</sup>.

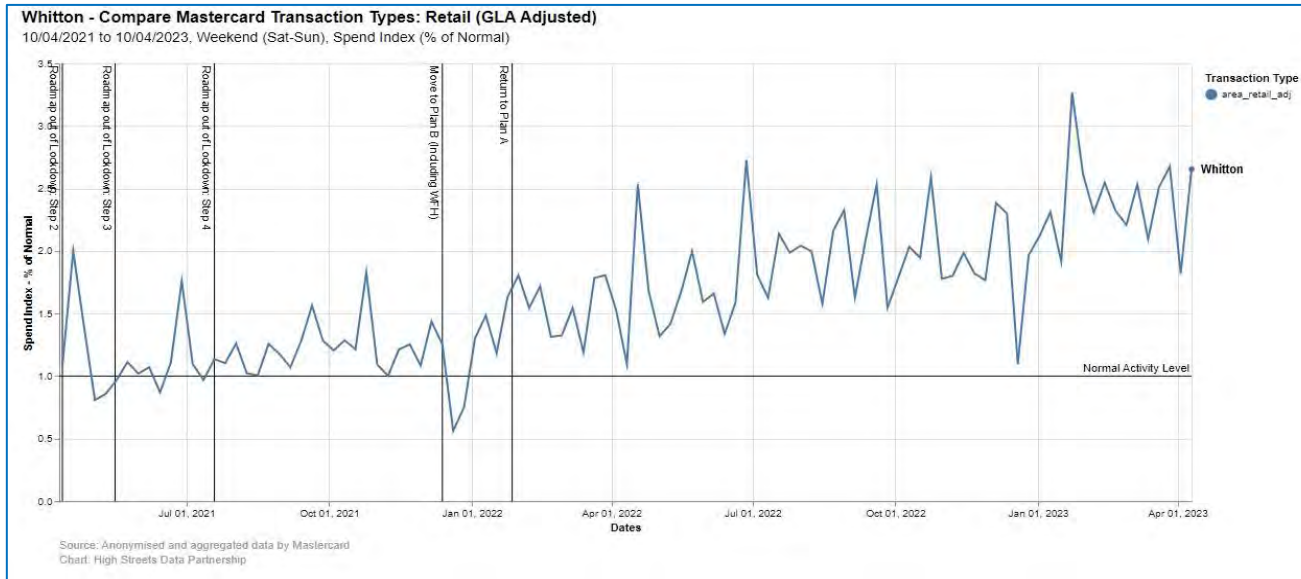
Following the easing of the first lockdown in summer 2020, 15 of Richmond’s 17 high streets were classified as **struggling** by the GLA meaning these high streets struggled to reach pre-pandemic spending levels. This was the case for 55% of high streets across London. However, one exception was **Whitton High Street** which demonstrated a slow but sustained recovery and was classified as **adaptable** - possibly helped by having an all-day economy. 29% of high streets across London displayed this pattern in spending.



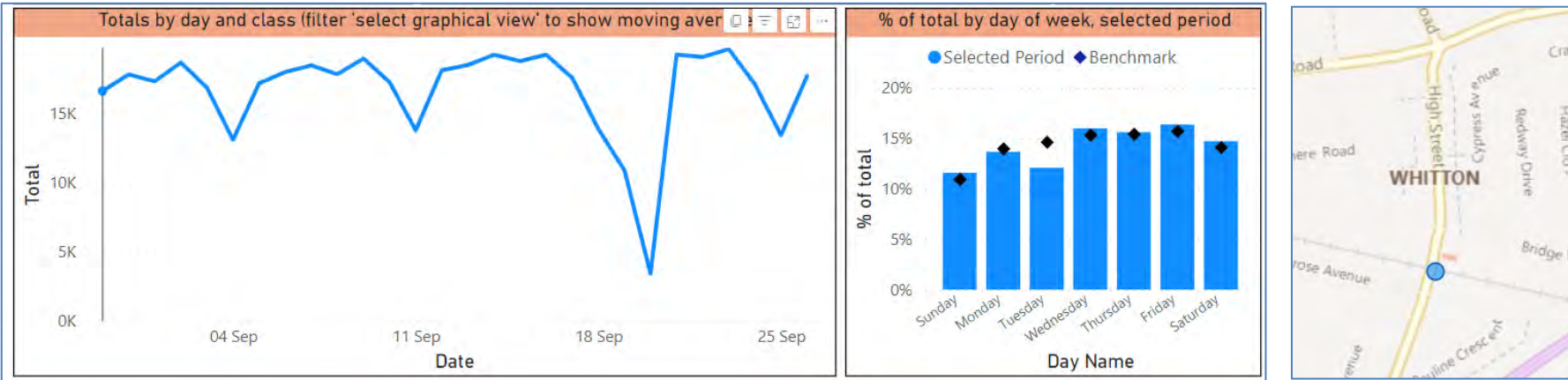
Spending data

Whitton appears to have fared better than other borough town centres in terms of recovering to pre-pandemic spending levels. This is the case for both weekends and weekdays. (GLA retail adjusted figures – See Appendix 1).

Whitton’s more local role and focus on essential goods and services may have helped spending levels to bounce back.



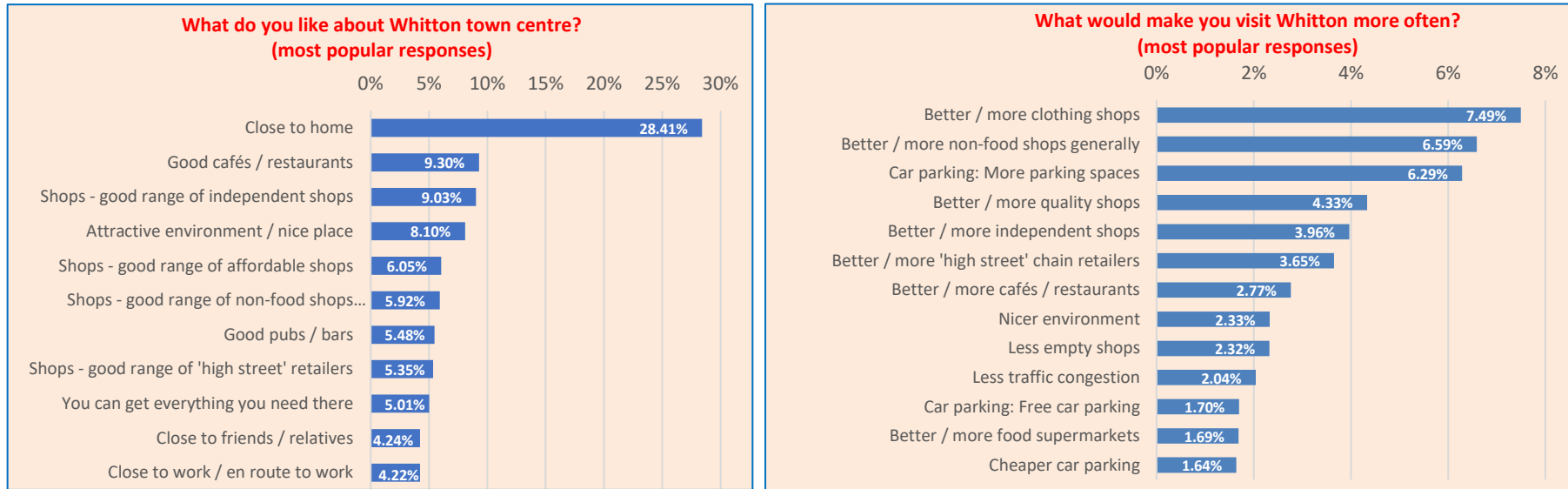
Traffic Sensor counts<sup>16</sup>



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

Whitton has one sensor in this dataset, close to the BR Station on Percy Road. The data in the graph above are actual figures (sensor detections) between 30 August and 26 September 2022. Over that period detections for all modes of travel are relatively steady (with the exception on 22 September). Sunday is the least busy day, whilst Wednesday to Friday (not Saturday) are the busiest. The benchmark period was the previous 6 months up to 26 September. Perhaps not surprisingly the data show that pedestrian flow also dropped noticeably on Sundays.

**Customer views/experience:** The Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> included a household telephone survey which asked respondents about what they liked about the centres they used and what would make them visit more often. The results for those who used Whitton town centre are displayed in the graphs below:



source: NEMS, as part of Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

These were open questions (and up to 3 answers were coded) which means that that there are many different answers possible. 28% of respondents like Whitton because it is close to home. The quality of cafes and restaurants, and the range of independents were the next most popular responses. 53% of respondents did not mention anything they would improve about the centre. Of those that sought an improvement, most were looking for more comparison goods shops, particularly clothes. More parking was the next most popular response.

In 2021 a series of **Community Consultations**<sup>11</sup> 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:

- Calls for more diversification and encouragement of evening economy.
- No farmers market, no hub, lacking cultural contribution. After uplift of pavements in Whitton, space was made for market stalls/street traders, would be great to see that made better use of regularly.
- No evening offer, need more evening licensing for cafes/restaurants – Teddington preferable in the evenings. Council needs to be more supportive of extended licenses for cafes/restaurants. Pubs on the High Street are not particularly family friendly. Need to diversity offer, more inclusive atmosphere to compete with Richmond and Kingston. Consider closing High St after a certain time e.g. 6pm and Sundays to encourage night life and social use and discourage car use. More live music, live music licences to add to night life.
- Needs more variety, more healthy choices...too many takeaways.
- Need to change planning policy to encourage more independents and start-ups, too many nail bars.
- Need wider offer of groceries. Would like to see a toy shop in the High St, clothes shops to try on clothes and haberdasher.
- Whitton High Street best in the borough, great community spirit, but only really go there for the supermarket and the station.

Improvements sought:

- Window dress empty units, so look less neglected. Use empty shops for meeting places for elderly (similar to old Whitton rest rooms).
- Pop up clubs/shops for crafts/arts.

- Could do treasure trails around businesses, cultural events to attract residents to local businesses similar to Teddington. Use empty shops for exhibitions/music workshops/local history exhibitions etc.
- Need for low-cost gym.
- Film club in Whitton Library could be publicised more
- Too much parking, need to encourage active travel – too much commuter parking for the railway station. Lidl car park is underused as people prefer to park on streets – needs better signage or to be repurposed.
- Need for tactile surfaces on High St paving as not disability friendly at present.
- High Street needs to be softened, more greenery.

### Urban Design Study 2023<sup>12</sup>

Valued features:

- The overarching consistency in building quality and scale is integral in maintaining the sense of coherence and uniformity along the High Street.
- The grander appearance of some of the neo-Georgian buildings contributes a sense of formality that helps define the High Street as a town centre.
- Relatively wide and well-kept public realm along the streetscape reflects the more suburban character of Whitton and provides social value, making the High Street a destination for people to meet.
- Individual buildings of high quality including the art deco style Lidl store.
- The variety of shops and services along the street are important in the area's function as a town centre.
- The good accessibility of the High Street is of value to residents that rely on the street's commercial function.

Negative qualities:

- Unsympathetic building alterations risk undermining the uniform aesthetic.
- Limited street trees mean there is a dominant built-up feel.
- Inconsistent shop frontages undermine the legibility and aesthetic quality of the street.
- The 1960s development containing the Iceland store between no's 16-30 is unsympathetically designed in style and scale and of no value to the area's character.



### Whitton: Strengths & weaknesses identified in the Richmond Retail and Leisure Study 2023<sup>2</sup>

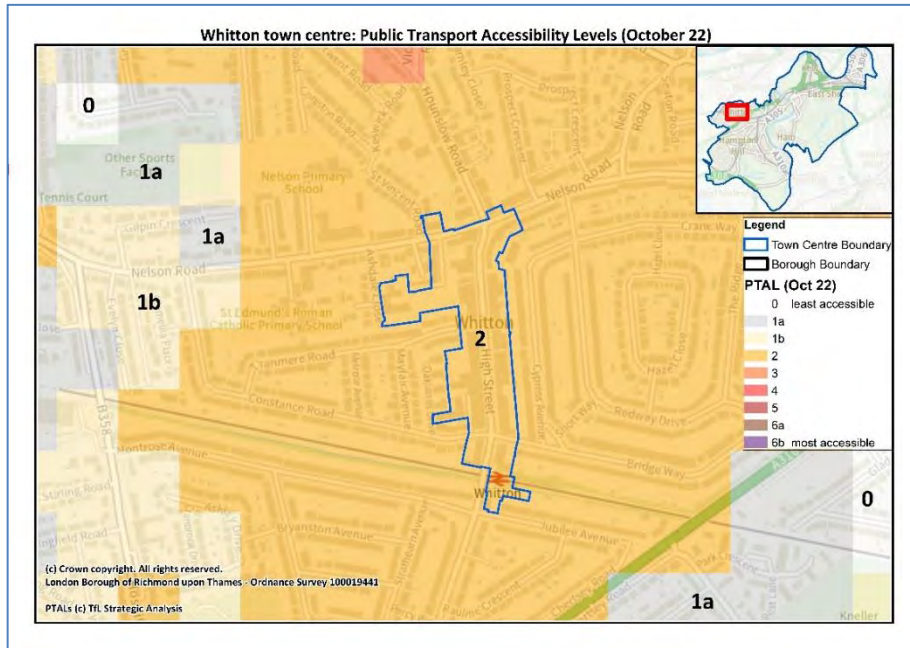
#### Strengths

- Vacancy rate lower than Borough and national average.
- Lower crime rate than average of main five centres.
- Good selection of restaurants/cafes, hairdressers/beauty parlours and fast food/takeaway outlets.
- Good convenience offer including two main food stores (Lidl and Iceland) and smaller top-up shops (Tesco Metro, Sainsbury's Local and the Coop).
- Most consistent Zone A rents lowest prime pitch rates of the five centres in the Borough.

#### Weaknesses

- Limited number and selection of comparison shops and multiple retailers.
- Limited night-time facilities (i.e. only two pubs).
- Limited selection of services in several Goad categories.

Source: [RRLS Phase 2 2023<sup>2</sup>](#) & SSA.



**Accessibility<sup>8</sup>:**

**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 borough<sup>8</sup>.**

Despite having a train station Whitton town centre is located within PTAL 2 and as the map opposite shows serves areas particularly to the west where public transport accessibility is poorer still.

Whitton railway station is location at the south end of the centre. The station has regular trains to London Waterloo (London Waterloo Loop via Hounslow) and Windsor and Eaton Riverside. Cycle storage is also provided at the station. The centre is served by two bus routes – 110 (to Hammersmith) and H22 (to Hounslow). Additional bus routes operate along Nelson Road, north of the centre boundary, including routes 110, 281, 481 and 681. These bus routes link Whitton town centre with other centres in the borough and other areas of London including Kingston, Hammersmith and Isleworth.

Whitton/Nelson Road car park serves both visitors to the centre and Iceland and Lidl customers (around half full at the time of the site visit<sup>4</sup>). On street parking is popular with visitors to the centre. Sheffield stands for cycle parking are provided throughout the town centre.

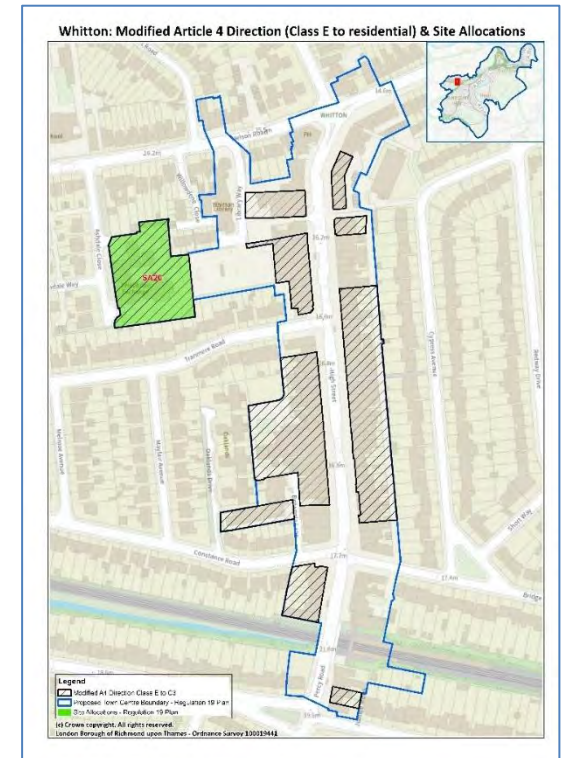
Source PTALs © TFL Strategic Analysis

**Capacity:**

The Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> has forecast need for retail and leisure floorspace over the plan period as follows:

Zone 3	Requirement in m2 (gross) – rounded				
Whitton	Convenience	Comparison	Food/ Beverage	Total	
By 2034	-100	-100	100	-100	
By 2039	-100	-50	100	-50	

There is no residual requirement for new floorspace in the zone containing Whitton.



Whitton town centre has good coverage with an [Article 4 Direction<sup>5</sup>](#) 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 2022. This coverage reflects the centre’s important role & function in meeting need. There are various Site Allocations within the centre which are included in the map on the following page. The Publication Plan (Regulation 19) states “Within the town centre boundary, the Telephone Exchange (Site Allocation 21) provides a redevelopment opportunity to provide for employment and social infrastructure use, increasing permeability to the High Street, with some opportunity in the identified mid-rise zone in Whitton Town Centre in accordance with Policy 45 Tall and Mid-Rise Building Zones. There is an opportunity to create a sense of identity through future landmark developments....” 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 website<sup>3</sup>.

<sup>4</sup> Source: Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup>

**Operator space requirements<sup>v</sup>:**

Only one operator was included on the list of those seeking representation in Whitton – a Thai food retailer seeking 900 - 1,500 ft<sup>2</sup> (source - The Requirements List <sup>17</sup>).

**Public Realm Improvement Fund:**

Progress of projects funded by Public Realm Improvement Fund

Improvement	Progress
Improvement (as at September 2022) <sup>22</sup>	Following its work with representatives from the Business Association, the Council has appointed a shop front design company (that also builds and installs the improvements). The principal designer has designed (in liaison with the shop owners), shop front improvements for 6 shops on Whitton High Street. The Council is waiting for final sign off from the shop owners before its solicitors draw up and completes the legal paperwork to carry out the works, although planning permission for advertising consent will be needed for these improvements. Estimated Completion December 2022 (subject to licence agreements being signed off by landlords and tenants, legal paperwork in order (title and leases), planning consents given and receipt / supply of materials).
<b>Update February 2023<sup>23</sup></b>	The shop front related projects in Hampton Hill and Whitton High Street have been delayed due to a range of factors such as legal paperwork not being in order (e.g. leases not being in place between landlord and leaseholder), failure of landlord or leaseholder to respond to requests for information etc. Until licence agreements have been signed by all parties, planning applications for the works cannot be made. Once approved the orders can be placed. Then manufacture and installation.

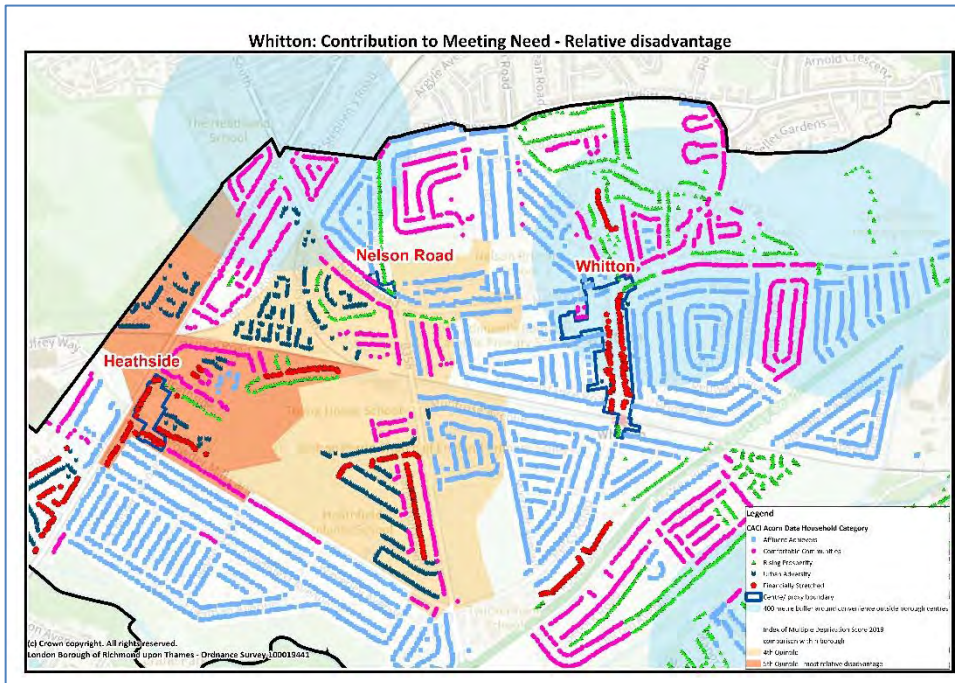
**Catchment area<sup>2</sup>:**

The centre has a relatively localised catchment area when compared with Richmond, Teddington and Twickenham. Whitton's local catchment area includes the wards of Whitton, Heathfield and West Twickenham (Zone 3). The household survey results indicate 22% of respondents across the study area had used shops and services in Whitton in the last year, this is the lowest of the five town centres in the Borough. Approximately 73% of people living in the local area (Zone 3) had visited the centre. Only 1% of respondents indicated that they do most of their non-food shopping in Whitton, which is significantly lower than Richmond but the same as East Sheen. The retail capacity analysis suggests Whitton attracts over 80% of its trade from local zone 3. Source: Lichfields Richmond upon Thames Retail and Leisure Study 2023.

**Contribution to meeting specific needs:**

In the borough's five town centres it is accepted that there is adequate retail and service provision due to the scale and function of the centres.

<sup>v</sup> Please note that some of the listed requirements are likely to be generic to London centres rather than specifically within LBRuT.



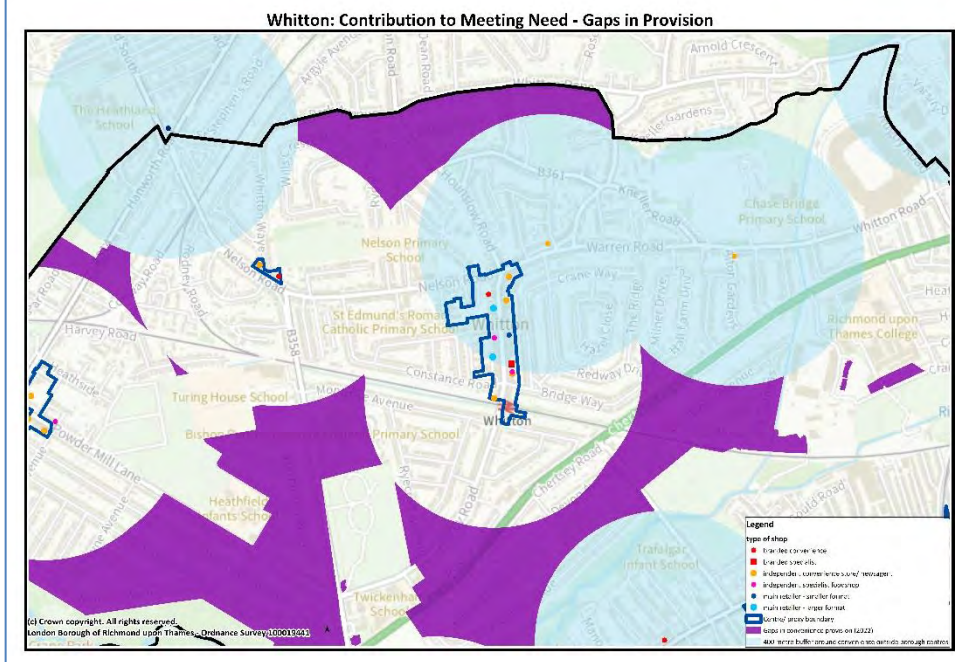
**Centres meeting the needs of those living in areas which are relatively disadvantaged**

**CACI Acorn Household Category**

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

CACI<sup>19</sup> have produced a dataset 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 area<sup>19</sup>.

As with most centres Whitton serves a mix of household types. Whitton High Street itself generally has households classified as “financially stretched” with those living in the streets around the high street categorised as “affluent achievers”. To the west we can clearly see that there are areas identified as relatively disadvantaged<sup>9</sup>. Whilst there are facilities for top-up shopping at Heathside and Nelson Road, Whitton is easily the largest centre in the area with more than one supermarket which could be used for main food shopping.



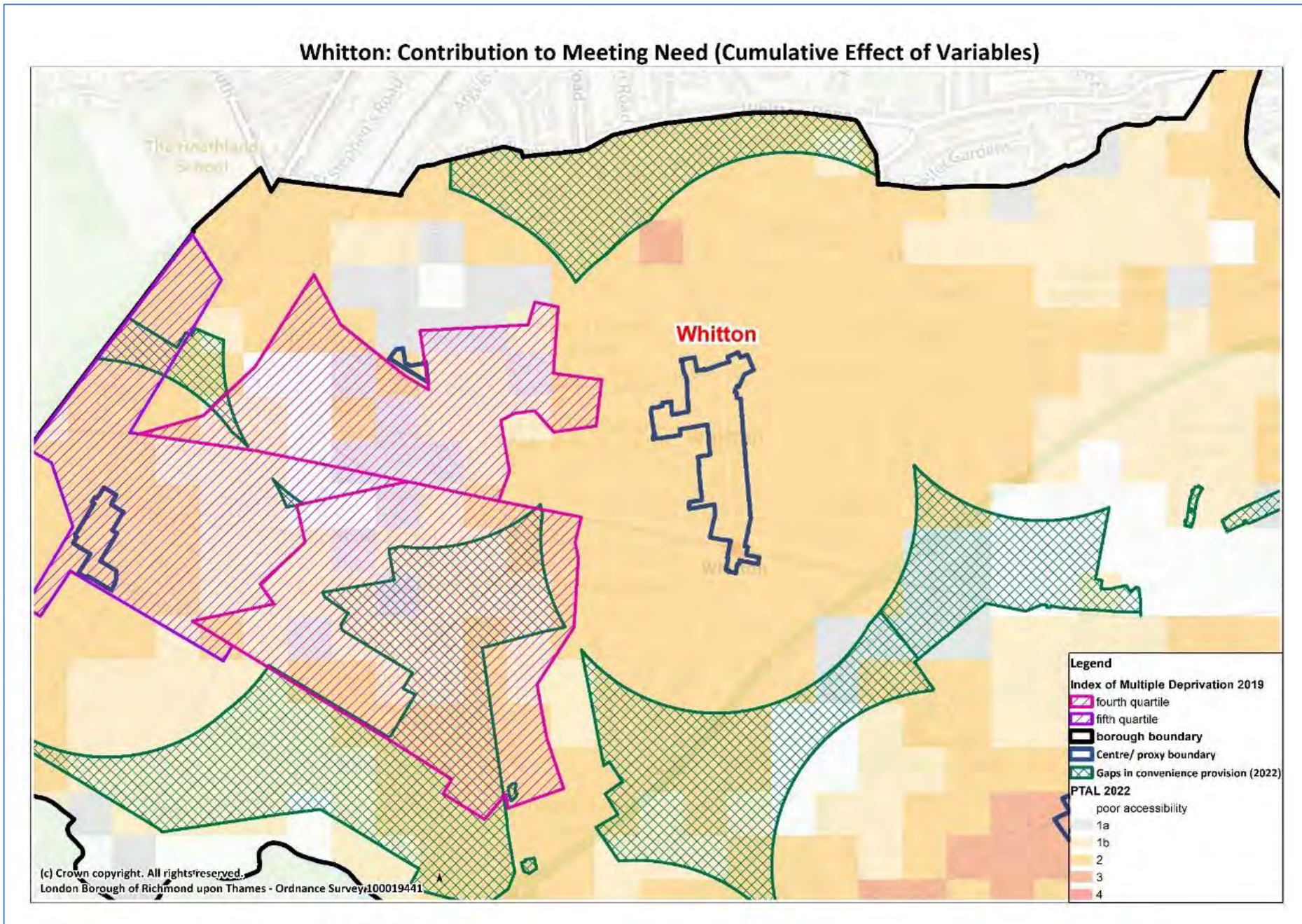
**Centres meeting the needs of those living more than 400 metres from provision**

Residential areas more than 400 metres from existing convenience provision have been mapped (2022). Please see Technical Appendix for details.

Another factor to consider is whether the centre is serving residential areas where there is a gap in provision (purple shading on map opposite) and Whitton clearly is. It is also worth noting that there is an isolated Londis store on Kneller Road (Alton Stores), otherwise the gap in provision would be much larger.

If we look at these three factors together, we can see just how important Whitton is in providing for communities living nearby. The three variables overlap in some areas, particularly at parts of Hospital Bridge Road/ Warburton Road.

Source: SSA GIS mapping



Source: SSA GIS mapping



**Summary:**

Whitton with its unique 1930s High Street, is categorised as a “district” centre in the Mayor’s town centre network and is the smallest of the borough’s five town centres. Whitton is a centre valued by the community for its provision of shops and services with over half of respondents to the household survey included in the Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> not mentioning anything they would improve about the centre.

The vision for Whitton is to enhance the sense of arrival and quality of the public realm. Whitton is also a destination for visitors to Twickenham Stadium, the home of the RFU.

It has a relatively localised catchment compared to other town centres in the borough but provides a very important role in meeting need for local residents, including those relatively disadvantaged, living in a gap in provision and where public transport is poor.

Whitton has fewer pubs & bars and financial services than other similar centres and there are perhaps aspirations to improve the centre’s food and beverage offer and extend its vitality further into the evening and also to improve the comparison retail provision. Public realm improvements are sought with a desire to get visitors to linger and spend and to enhance the sense of arrival. Although there is no requirement for further new retail development, it is clear that the centre should be nurtured and developed to continue to fulfil its vital role in meeting need.

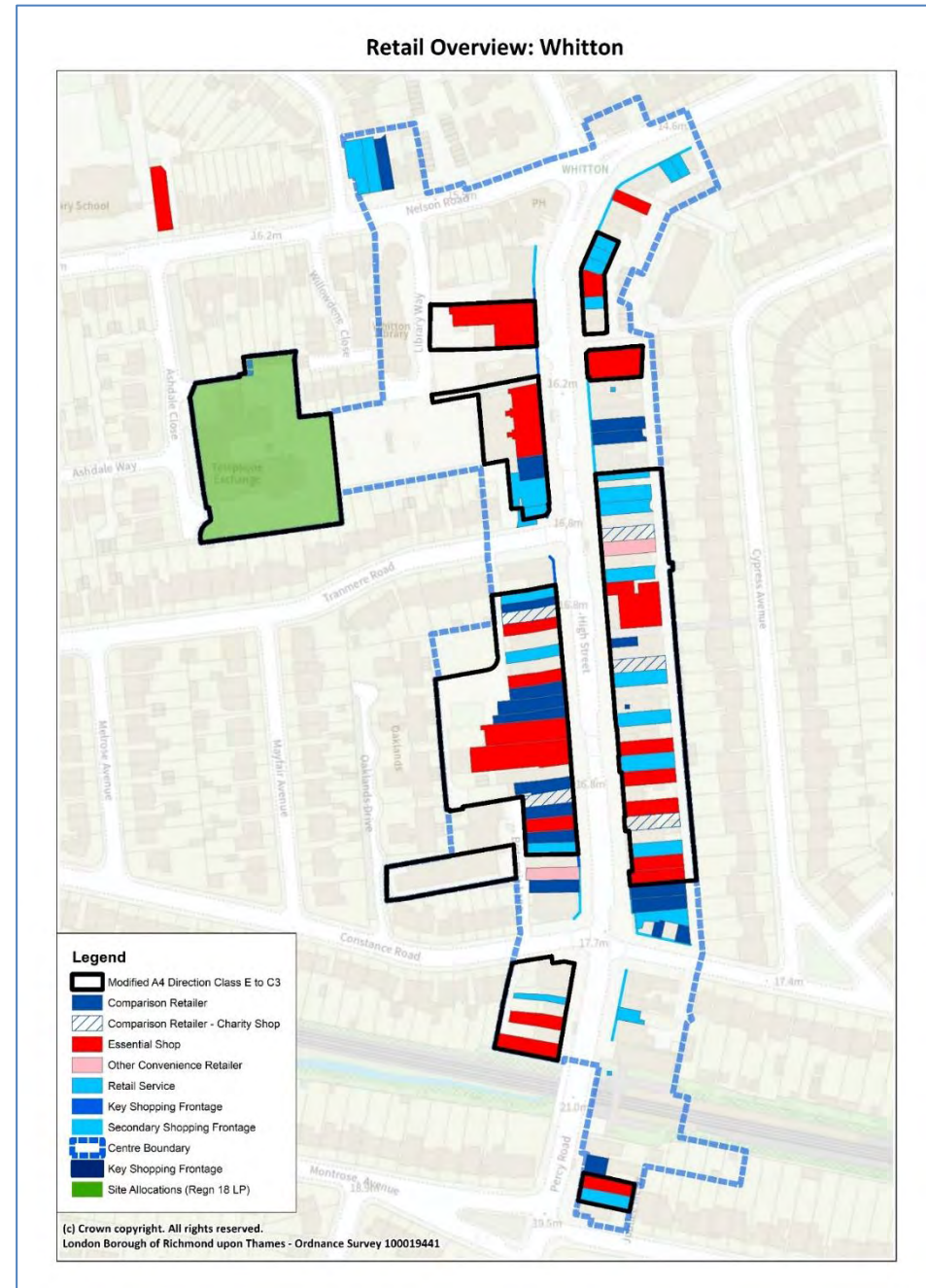
**Primary Shopping Area (PSAs):**

It is proposed to designate a Primary Shopping Area for Whitton to ensure that there is a sufficient quantum of retail space available for the centre to fulfil its role in the hierarchy. The limited number and selection of comparison shops and multiple retailers has been identified as a potential weakness of the centre and respondents to the household survey undertaken as part of the Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> expressed that if there were more comparison retailers it would encourage them to visit the centre more often.

The latest land use data<sup>14</sup> (2022) have been mapped categorising retail into comparison, convenience shopping and retail service. They have been further subdivided to show the location of essential shops and charity shops. PSAs are proposed which reflect current retail land use patterns, Article 4 Direction boundaries (restricting change of use from Class E to residential)<sup>5</sup> plus exceptions to this PD right and proposed Site Allocations.

The PSAs are designated where retail predominates with a view to providing as compact a retail core as possible. The majority of Whitton’s retail is of course located on the High Street itself. The proposed PSA does not extend to the entire centre boundary.

It is considered that a PSA is warranted to support Whitton’s role in providing for local residents. The proposed PSA is a contiguous area where the core retail is located including some comparison retail on Bridge Way.



**Recommendations:**

**Hierarchy:** Whitton is one of the five larger centres in the borough. The adopted [London Plan](#) classifies Whitton as a district centre in the Mayor’s town centre network. The evidence supports Whitton as being an attractive and well-used centre which is expected to retain its position in the long term, having recovered well in terms of spending post-pandemic.

**Recommendation:** Town Centre designation is appropriate.

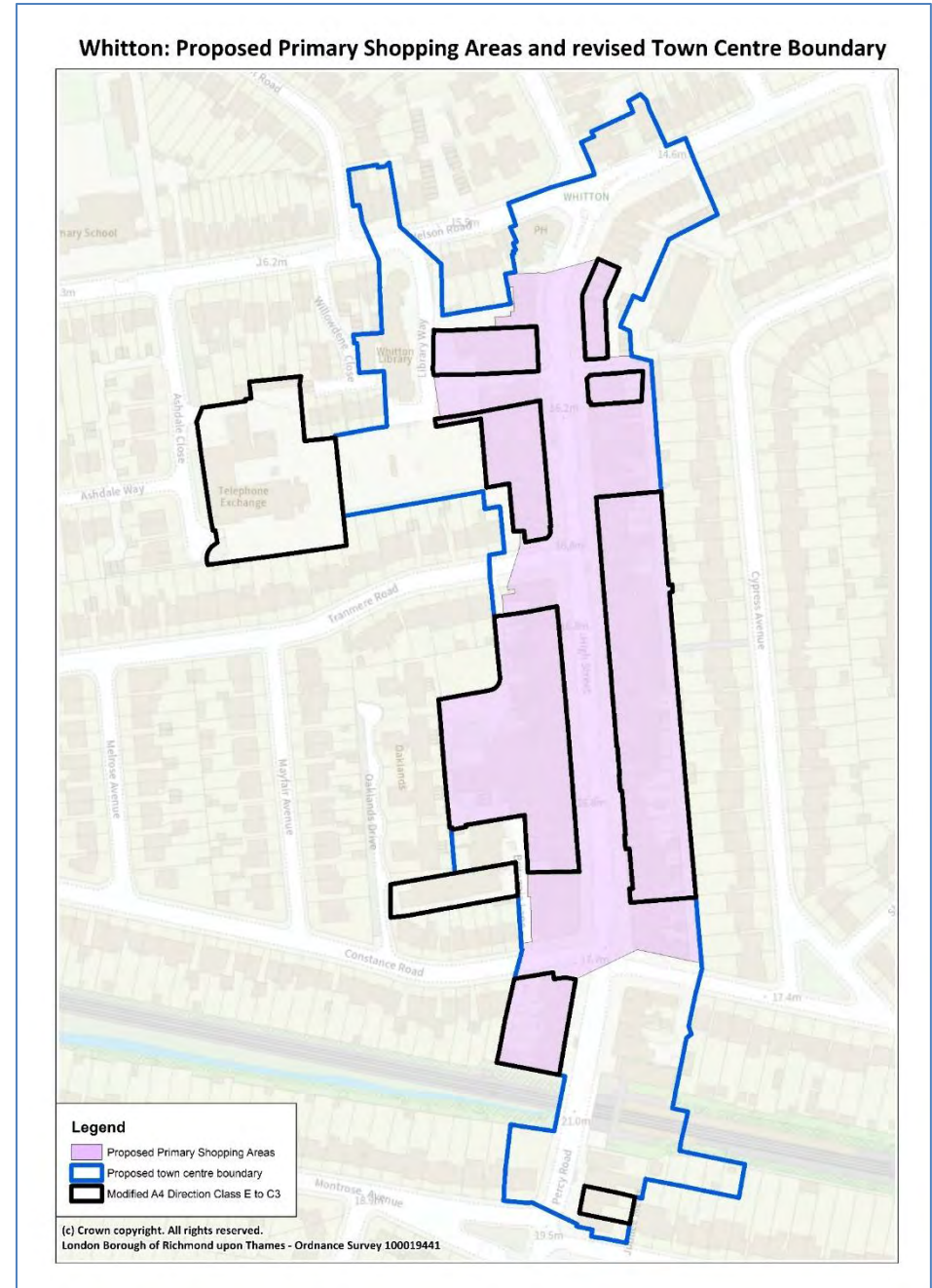
**Primary Shopping Area:**

**Recommendation:** A Primary Shopping Area is proposed as indicated on the map opposite which will be included on the Policies Map.

**Town Centre Boundary:**

Lichfields have advised in the Richmond upon Thames Retail and Leisure Study Phase 2 2023<sup>2</sup> that as Whitton town centre is a compact, linear centre with a relatively low vacancy rate no amendments to the centre boundary are recommended.

**Recommendation:** Minor changes to the main centre boundary have been made to exclude residential where possible and include two commercial units to the north and the dentist to the south of the centre. Town centre boundary proposed as indicated on the map opposite.



# Endnotes

1. Adopted Local Plan [https://www.richmond.gov.uk/services/planning/planning\\_policy/local\\_plan/local\\_plan\\_review](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](#) 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](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](#)
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](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](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/](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](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](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](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](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](https://www.richmond.gov.uk/media/4321/ldfgaps_in_provision_final_report_distilled.pdf)
21. [licensing\\_policy\\_january\\_2022.pdf \(richmond.gov.uk\)](#)
22. [Reported at LBRuT Finance & Resources Committee 15 September 2022](#)
23. [Reported at LBRuT Finance & Resources Committee 28 February 2023.](#)
24. [Agenda for Council on Thursday, 27 April 2023, 7.00 pm - London Borough of Richmond upon Thames](#)

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)

## Appendix 1: Technical Appendix

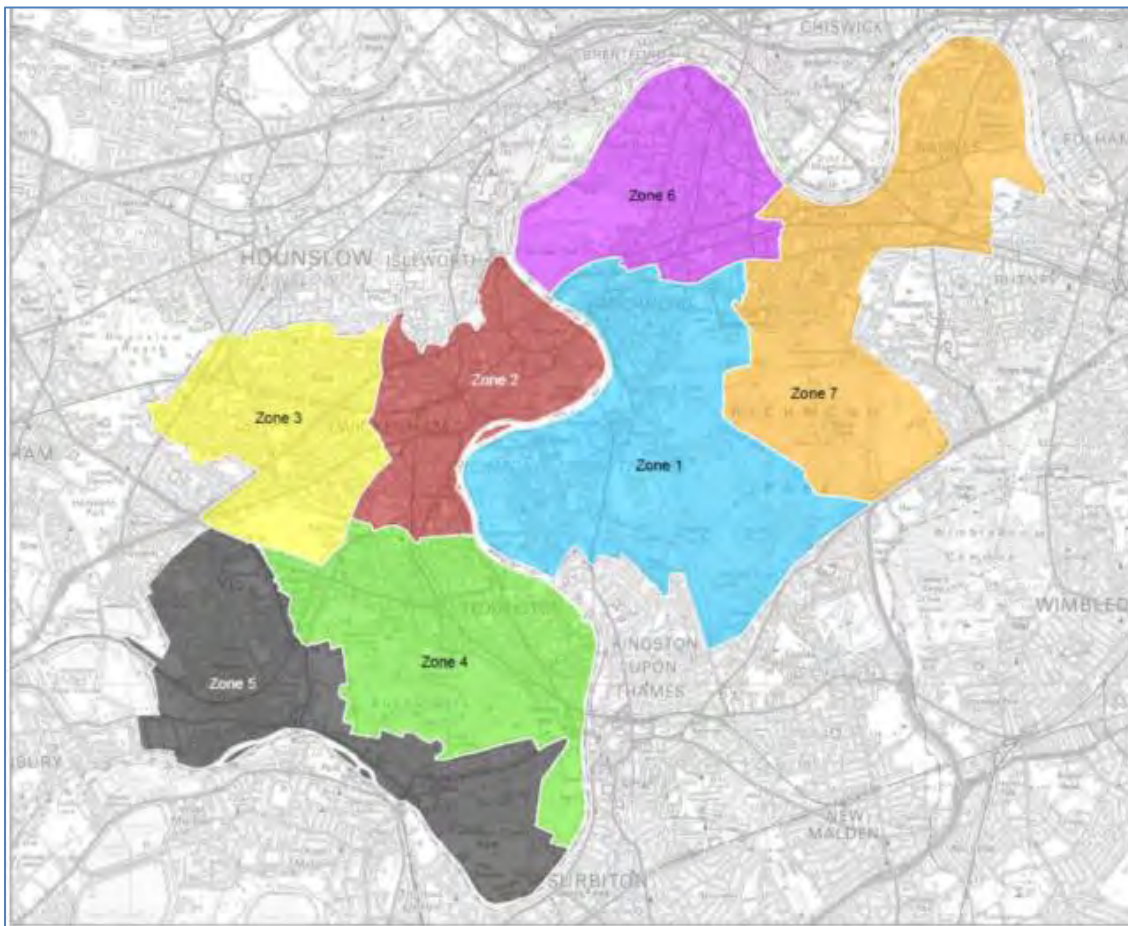
### 1a Richmond upon Thames Retail and Leisure Study Phases 1 & 2.

The Phase 1 report<sup>w</sup> was published in 2021. It provides an overview of trends and recent changes that will affect the demand for main town centre uses, updates the retail and food/beverage floorspace capacity assessment and assesses other main town centre uses including the scope for leisure, entertainment and cultural uses.

The Phase 2 report<sup>x</sup> includes a more detailed qualitative and an updated quantitative assessment of the need for new retail, leisure, and other main town centre uses within the borough.

Study included a household telephone survey.

Map of Study Area:



Source: Lichfields, Richmond upon Thames Retail and Leisure Study Phase 2 2023

Appendix 1 of this document outlines the study methodology.

### 1b Town Centre Land Use Surveys

Surveys of all the town centres, local centres, and Important Local Parades have been carried out in the Borough of Richmond upon Thames since the late 1990's. The Council surveys the ground floor occupiers in centres across the borough each year to be able to systematically monitor changes in vacancy rates and types of use. They cover approximately 2,500 properties and the last survey was carried out in 2022.

The survey is a snapshot record, undertaken by observation in the field and the researcher makes a judgement as to the nature of the occupier on that day. Information is not requested from landlords, but where available status is verified by an alternative

<sup>w</sup> [Microsoft Word - 20427166\\_1.DOCX \(richmond.gov.uk\)](#)

<sup>x</sup> [Richmond upon Thames Retail and Leisure Study - Phase 2 Final Report](#)

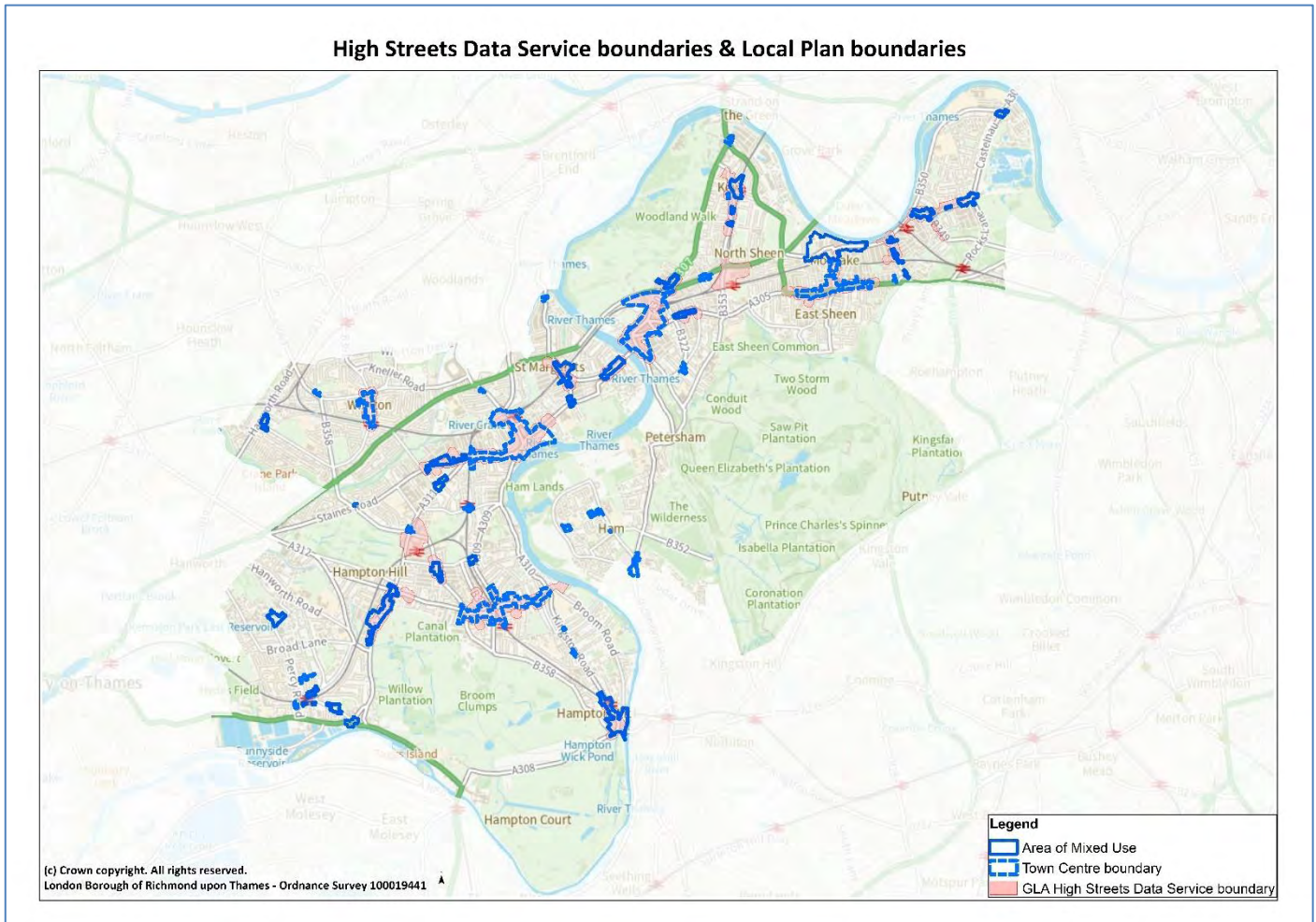
data source. A judgement will be taken by the surveyor in the field as to whether the business is operating, but not open on the survey day. This would include for example, businesses only opening in the evenings.

Data are published as part of [monitoring of the Local Plan](#), more recently through specific Vacancy Reports and previously through the Authority's Monitoring Reports.

### 1c London High Streets Data Service

A GLA data service some of which is open data and some restricted, paid for by subscription.

The GLA Regeneration Team have produced High Street boundaries for areas across the capital. There are 17 within the borough. It should be noted that these boundaries do not correspond exactly with centre boundaries included in the Local Plan.



Boundaries of High Streets as developed by the Regeneration team at the Greater London Authority.

Data from this source used in this report includes:

- **Categorisation of high streets** relating to their perceived resilience to lockdowns related to the pandemic. A key part of this analysis is the classification of high streets based on their spending signature post-lockdown. Three classifications were assigned: **struggling**, **adaptable** and **resilient**. High streets with a Saturday peak and those with an all-day steady economy have been found to recover more quickly based on pan-London analysis. The vast majority of high streets in the borough do demonstrate a Saturday peak but in terms of their hourly economies, most are midday. High streets with a greater dependency on office workers are considered most affected.
- **Spend data**  
Mastercard's Retail Location Index (MRI) uses anonymised and aggregated transaction data from billions of cards to measure sales, transactions and accounts.

Mastercard uses the geocoded location of merchants aggregated to an area and transaction data to create a timeseries. The data only includes physical sales (i.e. not online).

The MRI is a relative index compared to a common base area and time frame for each measure. The index is provided to the GLA at a 150m resolution, which has been combined into the geographies attached below. The index allows relative

comparison over time and space. Due to suppression of areas with low numbers of transactions, the index may exaggerate drops in transactions and spending during times of low activity (e.g. lockdowns).

The data below includes the index total spending amount and total transaction count split for weekday and weekend transactions for the following retail categories:

- Total Apparel
- Eating Places
- Total Retail (all transactions across all subcategories).

The data below are subject to change as there are ongoing updates from Mastercard.

Geography: High Street

Due to potentially over-optimistic spend recovery seen in the Mastercard index, the GLA have created an adjusted Mastercard spend index to account for inflation and the UK wide shift from cash to card usage. The adjustment for inflation is applied retrospectively across the whole time series, while the cash to card shift is applied from the first lockdown in March 2020. The adjusted index is for amount only.

### 1d Vivacity traffic sensor reporting

Traffic sensors have been positioned throughout the borough. Each sensor is comprised of one or more countline. When crossed the sensor will detect the type of vehicle or person and add one to that specification classification. Each sensor collections data over 5 minute periods, 24 hours a day. Counts relate to the number of detections, not the number of unique people or vehicles. Unique counts cannot be derived from the sensor data.

Main Class	Abbreviation & Definition	Sub-Classes
Bus	N/A	bus; private bus; london bus; minibus
Car	N/A	car; taxi; emergency car; electric hackney
Cyclist	N/A	cab; other taxis; towed trailer
LGV	Light Goods Vehicle (car-type delivery, transit vans etc.)	cyclist; bike; rental bicycle; cargo bicycle
Motorbike	N/A	motorbike
OGV1 & OGV2	Ordinary Goods Vehicle 1 (Larger, rigid vehicles with 2-3 axles or Ordinary Goods Vehicle 2 (Larger, rigid vehicles with 4+ axles)	rigid; fire engine; tractor; agricultural vehicle; truck
Pedestrian	N/A	pedestrian; jogger; mobility scooter; wheelchair; e-scooter; push scooter; pushchair
Other	N/A	

SSA Insight & Analytics

### 1e GOAD data

Note - All floorspace figures are translated from ft2 to m2.

GOAD (Experian) Category reports allow centres to be compared to a UK average. This UK average is derived from GOAD’s surveying of retail centres across the UK which produces a hypothetical UK centre based on proportions of outlets and proportions of floorspace.

The Index illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre’s outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 100.

Floorspace figures are derived from the relevant GOAD plan, but only the footprint floorspace, and the site area without the building lines.

(C) Experian 2007 Navteq 2006

## 1f CACI ACORN Household categorisation

Please see the following website for further information.

[Acorn explained - CACI](#)

ACORN segments postcodes and neighbourhoods in the UK into 6 Categories, 18 Groups and 62 types, three of which are not private households. By analysing significant social factors and population behaviour, it provides precise information and in-depth understanding of the different types of people who live in a particular area.

- Affluent achievers - These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.
- Rising prosperity - These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.
- Comfortable communities – This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.
- Financially Stretched – This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.
- Urban Adversity – This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.
- Not in private household

## 1g English Indices of Deprivation

The Indices of Deprivation are a unique measure of relative deprivation at a small local area level (Lower-layer Super Output Areas) across England and have been produced by MHC&LG .

The Indices of Deprivation 2019 (IoD2019) is the most recent release. The Indices provide a set of relative measures of deprivation for small areas across England, based on seven different domains, or facets, of deprivation:

- Income Deprivation
- Employment Deprivation
- Education, Skills and Training Deprivation
- Health Deprivation and Disability
- Crime
- Barriers to Housing and Services
- Living Environment Deprivation

Deprivation is measured in a broad way to encompass a wide range of aspects of an individual's living conditions. Each of the domains above are constructed from a basket of different data datasets, or indicators. As far as is possible, each indicator is based on data from the most recent time point available. For the Income Deprivation domain and the Employment Deprivation domain in the IoD2019, the data relates to the tax year 2015/16.

Combining information from the seven domains produces an overall relative measure of deprivation, the Index of Multiple Deprivation (IMD). In addition to the seven domain-level indices above, there are two supplementary indices: the Income Deprivation Affecting Children Index (IDACI) and the Income Deprivation Affecting Older People Index (IDAOPI). These are created as subsets from the Income Deprivation domain.

Please see [English Indices of Deprivation 2019 FAQs \(publishing.service.gov.uk\)](#) for more detail.

## 1h Public Transport Accessibility Levels - PTALs

Transport for London's (TfL) Public Transport Accessibility Levels (PTALs)

PTALs are a detailed and accurate measure of the accessibility of a point to the public transport network, taking into account walk access time and service availability. The method is essentially a way of measuring the density of the public transport network at any location within Greater London.

Each area is graded between 0 and 6b, where a score of 0 is very poor access to public transport, and 6b is excellent access to public transport.

Please note that the PTALs used in this report are dated October 2022. There may be some revisions to this dataset before release through the webcat tool.



## Appendix 2: List of Businesses seeking premises in the borough

### 2a Listed requirements for Richmond town centre (ft2)

Adventure Bar Group	Bar with themed areas	2,500 – 15,000
Barrio	Latin inspired bar and club	3,000 – 7,000
The Cocktail Club	Cocktail bar and club	1,500 - 5,000
Hotpod Yoga	Yoga studios	1,500 – 2,000
HOLYWORLD	Premium organic CBD products	400 – 1,000
Vantage Pubs	Boutique community pubs	3,000 – 8,000
Camile Thai	Thai food retailer	900 -1,500
Grape Tree	Health food store	1,250
Crepeaffaire	Crêperie	600 – 1,600
Flotsam and Jetsam	Cafe	1,000 – 1,500
Evapo	Vape shop	250 - 1,000
Savers	Discount health & beauty retailer	2,000 - 3,500
Sofas & Stuff	Furniture retailer	3,000 - 5,000
The Hiit House	Boutique Fitness Studio	1,000 - 1,500
Sainsburys Local	Convenience store	2,500 – 9,000
Sisu Aesthetics Clinic	High-end treatment clinic	400 -1,200
GDK	Kebabs burger restaurant	500 -2,500
Phase Eight	Women’s clothing	2,000 -2,500
Meetspace VR	VR entertainment experience	2,500 -5,000
Lidl	Supermarket	18,000 to 26,000
Hop Vietnamese	Vietnamese streetfood	150 – 2,000
Chaiiwala	Desi style street food restaurant	1,000 -2,500
Cocotte	Rotisserie chicken restaurant	1,000 – 3,000
Rudy's	Neapolitan Pizza Restaurant	1,800 – 4,000
Auntie Anne's	Pretzel shops	130 - 750
Heavenly Desserts	Dessert parlour	1,500 -2,000
Coppa Club	Restaurant & Bar	6,000 - 10,000
Hermanos	Coffee Shop	500 – 1,000
Balfe's Bikes	Bicycle Shop	3,000 – 5,000
Dominos	American pizza restaurant chain	850 – 2,500
63rd + 1st	Restaurant & Bar	4,000 -7,000
iSmash	Repair services for apple devices	200 - 500
East Tea & Co.	Bubble Tea Restaurant	500 – 1,000
Papa-Dum	Indian restaurant	300 – 1,200
Vapiano	Euro-chic restaurant	3,500 – 12,000
National Pharmacy Operator	Pharmacy	800 – 2,000
Footwear	Retailer	900 – 1,500
Watch Pilot	Designer Online Watch Shop	1,000 – 1,500
KFC	Fast food restaurant	1,800 – 3,500
Windsor and Eton Brewery	Bar and Brewery	1,500 – 5,000
The Little Thai Eat-in,	Take-out & Home Delivery	1,000
Doughnut Time	Hand-dipped doughnuts	350 -750
Jones Family Kitchen	Restaurant	2,500 – 4,000
Over Under Coffee	Coffee Shop	350 -800
Flooring Superstore	Flooring retailer	3,000 – 5,500
Samsoe Samsoe	Women and Men's clothing	700 – 2,500
Free People	Women's clothing	1,200 – 3,000
Kibou	Japanese kitchen and bar	2,500 -5,000
Tesco (London)	Convenience store	3,500 -5,000
The Department	Upscale Hospitality Brand	15,000 - 20,000
David Neal Dental	Dental care facility	1,250 -2,250
Little Dobbies	Garden Centre	1,500
L'Osteria	Italian restaurant	3,800
Soderberg	Swedish Bakery and Coffee Shop	500 - 1,500
Zia Lucia	Pizza restaurant	1,000 - 2,000
Rola Wala	Indian street food	1,000 - 1,600

Art Gallery	Art Gallery	1,000 - 2,000
Zapp	Convenience goods delivery	1,500 - 2,500
Starbucks (AM Coffee Retail Ltd)	Coffee Co	1,500
Manoosha	Mediterranean bakery and grill.	1,000 - 2,000
Co-op	Convenience store	1,500 - 9,000
Chook Greens R	Restaurant	1,500 - 3,000
Humble Grape	Wine bar, shop and restaurants	1,000 - 2,500
The Massage Company	Massage Company	2,100 - 3,000
Heal's	Furniture retailer	4,000
Rustic Neapolitan Pizzeria	Pizzeria	1,600 - 3,000
Nip Nip	Bike servicing and repairs	800 - 1,500
Connection Flooring	Flooring retailer.	3,500 - 5,500
Pets @ Home	Pet supplies retailer	5,000 - 10,000
Shake Shack	Burger Co	2,200 - 3,500
UBX Training	Boxing Gym Group	1,600 - 2,000
Dip n Flip	Burger and sandwich	1,500 - 2,000
Lokkum	Bar & Grill Bar & Grill	1,200 - 2,000
Brew Dog	Scottish Craft Beer Company	1,800 - 5,000
British Heart Foundation (clothing)	Charity	800 - 1,500
BHF (furniture/electrical)	Charity	5,000 - 8,000
Cards For Good Causes	Christmas card retailer	750 - 1,500
Kosebasi	Turkish Restaurant	2,500 - 5,000
One World	Furniture & Interiors	2,500 - 5,000
Taj The Grocer	Vegan and organic store	2,500 - 4,000
Brunning & Price	National group of pub restaurants	4,500 - 10,000
Momo's	Thai and Japanese street food	1,000 - 3,000
Simple Health Kitchen	Healthy Fast Food	800 - 2,000

## 2b Listed requirements for Twickenham town centre (ft2)

Hotpod Yoga	Yoga studios	1,500 - 2,000
Camile Thai	Thai food retailer	900 1,500
Flotsam and Jetsam	Cafe	1,000 - 1,500
Savers	Discount health & beauty retailer	2,000 - 3,500
The Hiit House	Boutique Fitness Studio	1,000 - 1,500
Lidl (London South)	Supermarket	18,000 - 26,000
Pizza Hut Delivery	Pizza delivery	650 - 2,100
Megan's	Neighbourhood eatery	1,800 - 5,000
M&S Food (London)	British multinational retailer	12,500 - 25,000
Confidential retailer		600 - 3,500
Auntie Anne's	Pretzel shops	130 - 750
Heavenly Desserts	Dessert parlour	1,500 - 2,000
Geek Retreat	Franchise store and gaming cafe	1,500
Balfe's Bikes	Bicycle Shop	3,000 - 5,000
East Tea & Co.	Bubble Tea Restaurant	500 - 1,000
Dallas Chicken	Fast Food and Restaurant	800 - 1,345
Pets Corner	Pet retail store chain	1,200 - 2,500
The Range	Home, garden and leisure	15,000 - 30,000
Flooring Superstore	Flooring retailer	3,000 - 5,500
L'Osteria	Italian restaurant	3,800
Zia Lucia	Pizza restaurant	1,000 - 2,000
One Stop	Convenience store	2,500 - 3,000
Chook Greens	Restaurant	1,500 - 3,000
Tortilla	California-style Mexican food	650 - 2,500
Connection Flooring	Flooring retailer	3,500 - 5,500
Pets @ Home	Pet supplies retailer	5,000 - 10,000
UBX Training	Boxing Gym Group	1,600 - 2,000
Lokkum Bar & Grill	Bar & Grill	1,200 - 2,000
BHF (Furniture & Electrical)	Charity	5,000 - 8,000
Taj The Grocer	Vegan and organic store	2,500 - 4,000
Brunning & Price	National group of pub restaurants	4,500 - 10,000

## 2c Listed requirements for Teddington town centre (ft2)

Hotpod Yoga	Yoga studios	1,500 - 2,000
Camile Thai	Thai food retailer	900 - 1,500
Lidl	Supermarket	18,000 - 26,000
Gails Bakery	Artisan bakery	500 - 2,000
Heavenly Desserts	Dessert parlour	1,500 - 2,000
Dallas Chicken	Fast Food and Restaurant	800 - 1,345
The Range	Home, garden and leisure	15,000 - 30,000
Age UK	Charity	3,000 - 15,000
Pets @ Home	Pet supplies retailer	5,000 - 10,000
Brunning & Price	National group of pub restaurants	4,500 - 10,000
Mint Velvet	Women's Clothing	1,000 - 2,000

## 2d Listed requirements for East Sheen town centre (ft2)

Hotpod Yoga	Yoga studios	1,500 - 2,000
The Hiit House	Boutique Fitness Studio	1,000 - 1,500
Lidl	Supermarket	18,000 - 26,000
Pizza Hut	Delivery Pizza delivery	650 - 2,100
The Range	Home, garden and leisure	15,000 - 30,000
KFC	Fast food restaurant	1,800 - 3,500
Age UK	Charity	3,000 - 15,000
BHF (Furniture & Electrical)	Charity	5,000 - 8,000
Fego Caffè	All day restaurant	1,500 - 4,500

## 2e Listed requirements for Whitton town centre (ft2)

Camile Thai	Thai food retailer	900 - 1,500
-------------	--------------------	-------------

## 2f Listed requirements for Barnes local centre (ft2)

Hotpod Yoga	Yoga studios	1,500 - 2,000
Well Kneaded	Sourdough pizzeria	1,000
Lidl	Supermarket	18,000 - 26,000
Megan's	Neighbourhood eatery	1,800 - 5,000
Freddies Flowers	Florist	150
Dominos	American pizza restaurant chain	850 - 2,500
The Range	Home, garden and leisure	15,000 - 30,000
Soderberg Swedish	Bakery and Coffee Shop	500 - 1,500
Zia Lucia	Pizza restaurant	1,000 - 2,000
Majestic Wine	Retail chain specialising in wine	3,000 - 4,000
Dark Kitchen	Kitchens	1,000 - 2,500
Rustic Neapolitan	Pizzeria Pizzeria	1,600 - 3,000
Nest Coffee	Cafe and coffee shop	1,000
One World	Furniture & Interiors	2,500 - 5,000
Brunning & Price	National group of pub restaurants	4,500 - 10,000
Fego Caffè	All day restaurant	1,500 - 4,500

## Appendix 3: 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