



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

## Summary

*Planning*

May 2023

**Version 2**

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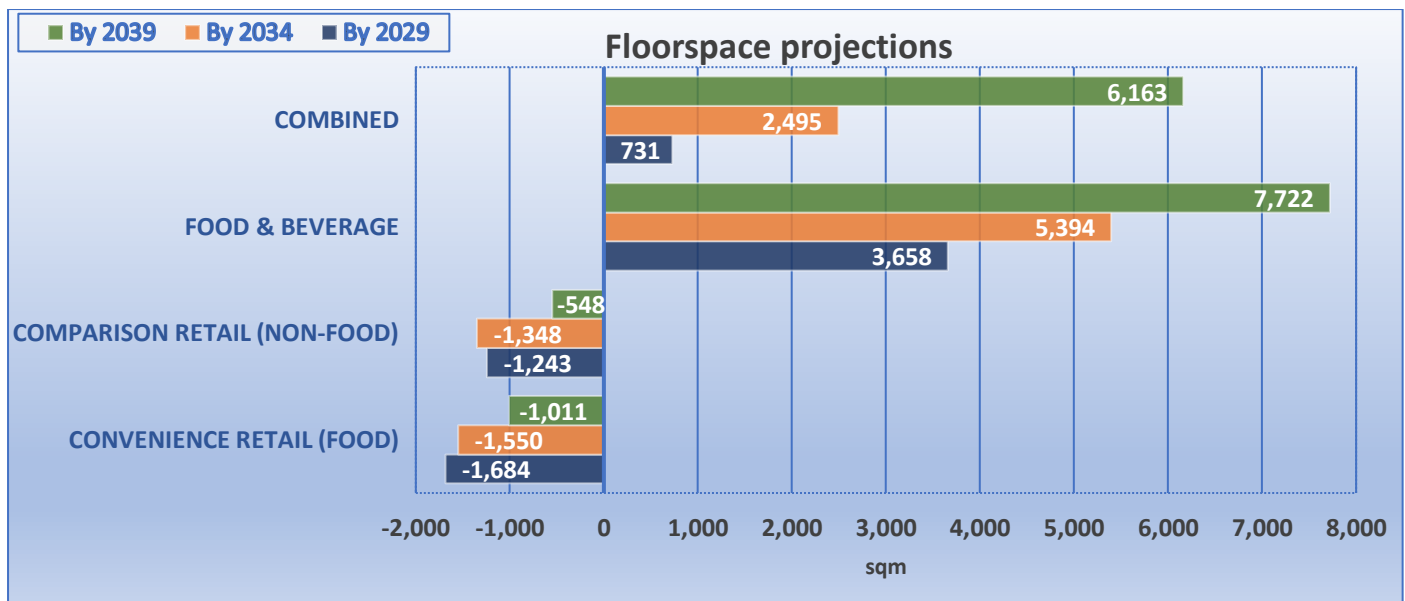
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## Introduction & background

### Evidence Base

This document summarises a report which assesses the centres in the borough’s hierarchy as set out in the adopted Local Plan (July 2018 & March 2020). It complements the Richmond upon Thames Retail and Leisure Study Phase 2 (RRLS Phase 2 2023, available on the Council’s [retail and leisure evidence base web page](#)).

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<sup>2</sup>

### 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.

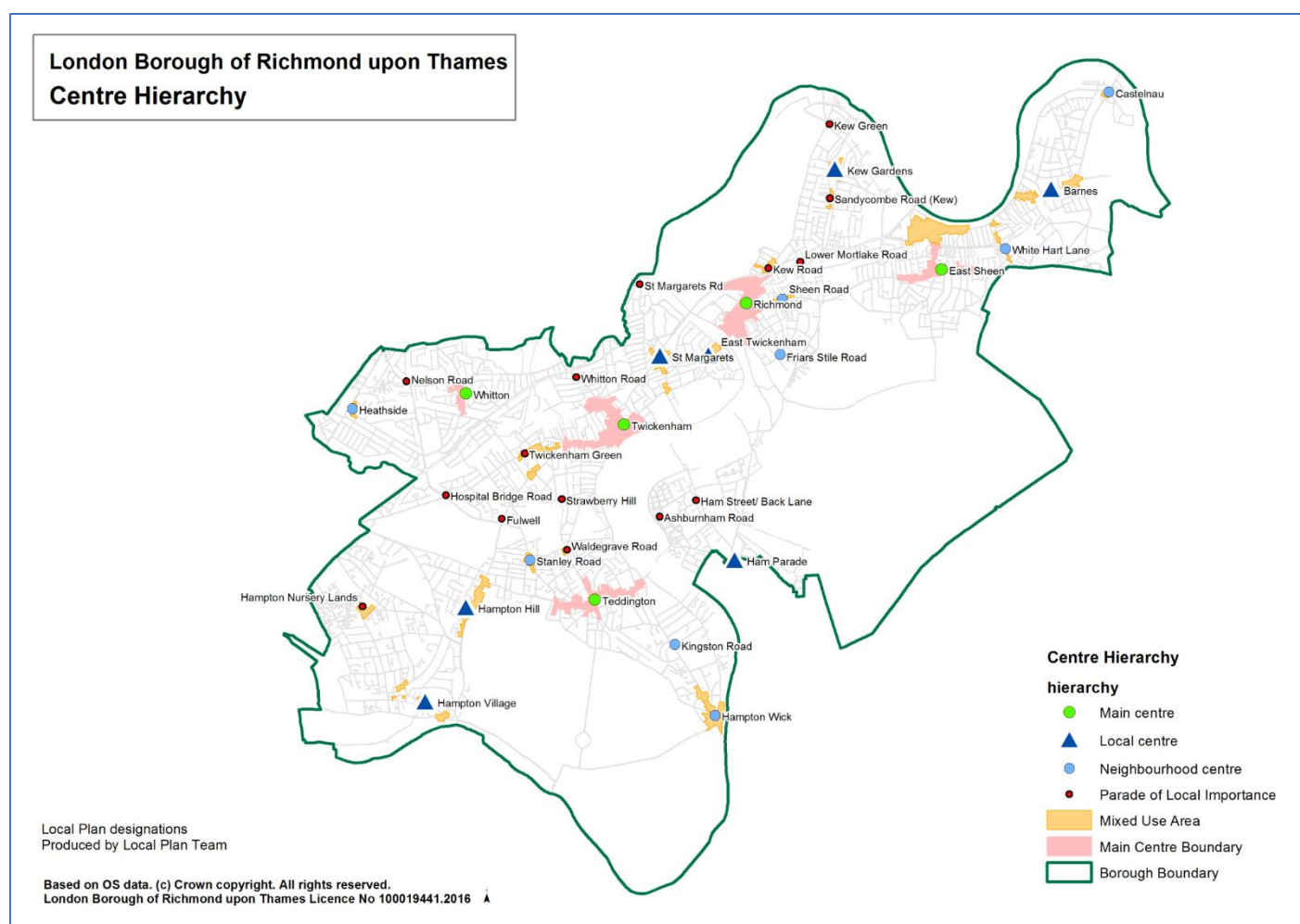
While we are no longer planning for growth, there is a need to support the repurposing of our high streets. Emerging policies seek to promote our centres as convenient destinations which meet essential needs and support living and working locally. Evidenced by research, this new approach set out in the ‘Publication’ Local Plan<sup>3</sup>, 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 possible. 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

#### 1. To review the adopted plan<sup>1</sup> 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.



**2. 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.

**3. 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 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.

The [RRLS Phase 2 2023 Report](#)<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.

## Methodology in brief

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 where available. It draws on the RRLS Phase 2 Report, including the quantitative assessment, although it is not intended to replicate the detailed centre audits included within, but update and supplement where necessary.

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 (updated 2022), and/or are less accessible by public transport (mapping PTALs) 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 which is considered to be essential to meet local top-up needs are located to support the careful designation of boundaries.

## 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 (food) 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)<sup>3</sup> 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 2023<sup>2</sup> and from the Urban Design Study 2023<sup>12</sup>.
- **Size of centre** (in terms of units) using the SSA (Staff Sharing Agreement)'s 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 SSA'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: [map showing categorised data]
  - i. Bakers & Confectioners/ Bakery / sandwich shop
  - ii. Butcher
  - iii. Chemist
  - iv. supermarket/convenience/ general store/ deli/ health food shop
  - v. Fishmonger
  - vi. Greengrocer
  - vii. Off licence
  - viii. Newsagent
  - ix. Post Office
2. Uses which are integral to meeting people's local needs and making centres attractive, including and especially those services which can't be delivered online.
  - i. Hair, Beauty & Grooming: Hairdresser, barber, nails, tanning, skincare clinic, spa, massage, tattoo artist
  - ii. Health facilities/vet: GP/health centre, pharmacy (dispensing chemist), dentist, orthodontist, osteopath, chiropodist, veterinary surgeon, wellbeing centre
  - iii. Entertainment – food offer: Pub/wine bar, restaurant, takeaway, ice cream shop, craft café
  - 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).

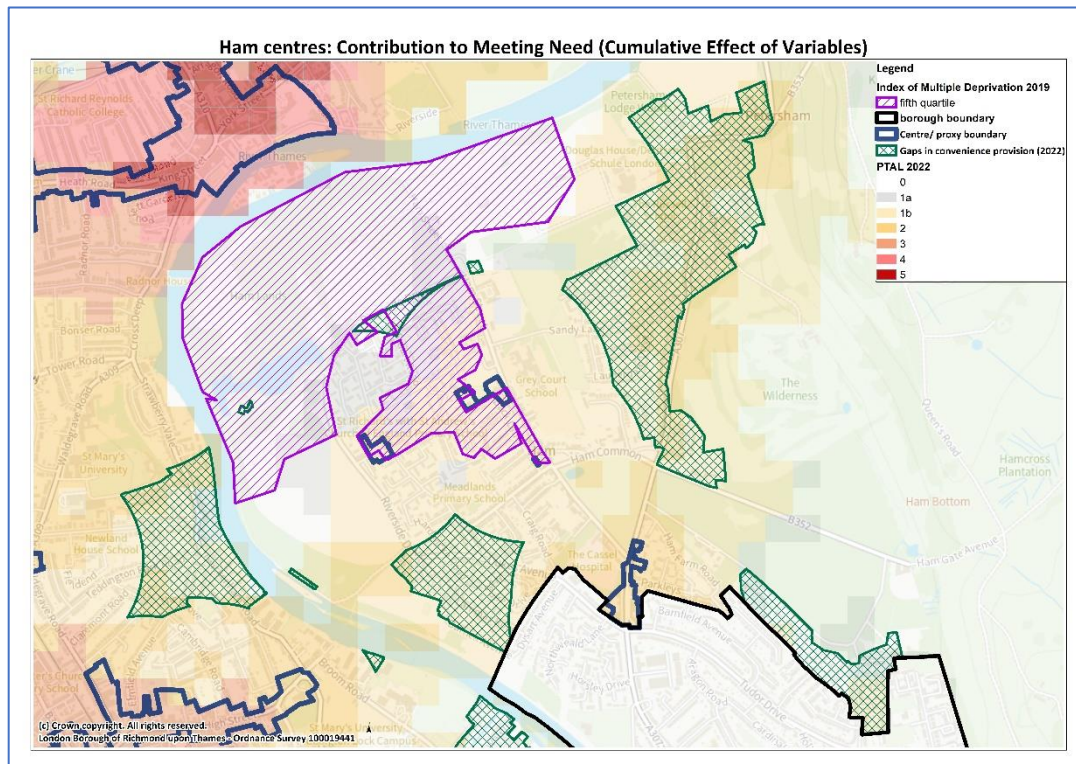
#### C - Centres meeting the needs of those living in areas less accessible by public transport

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>)

## 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.

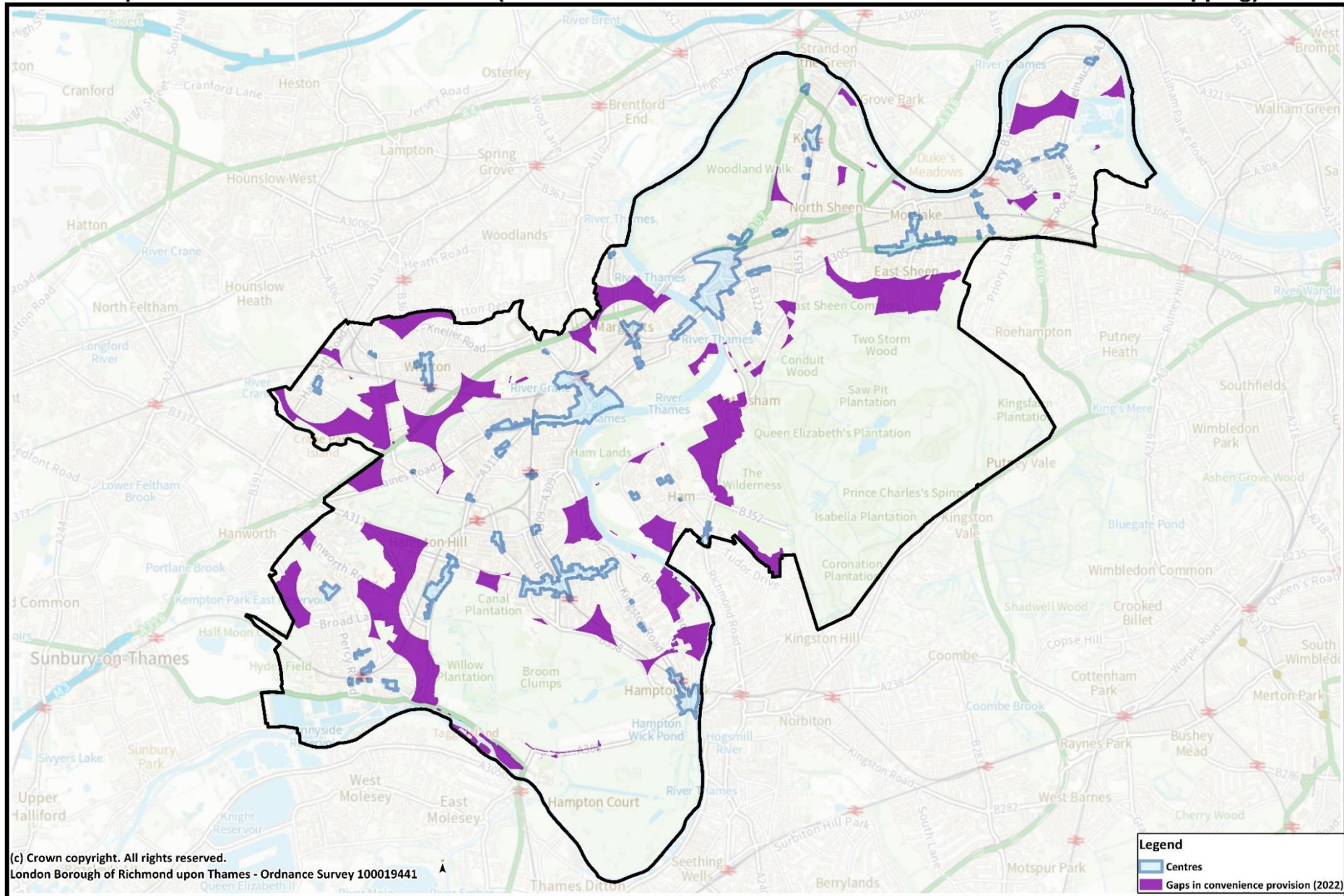


Source: SSA mapping

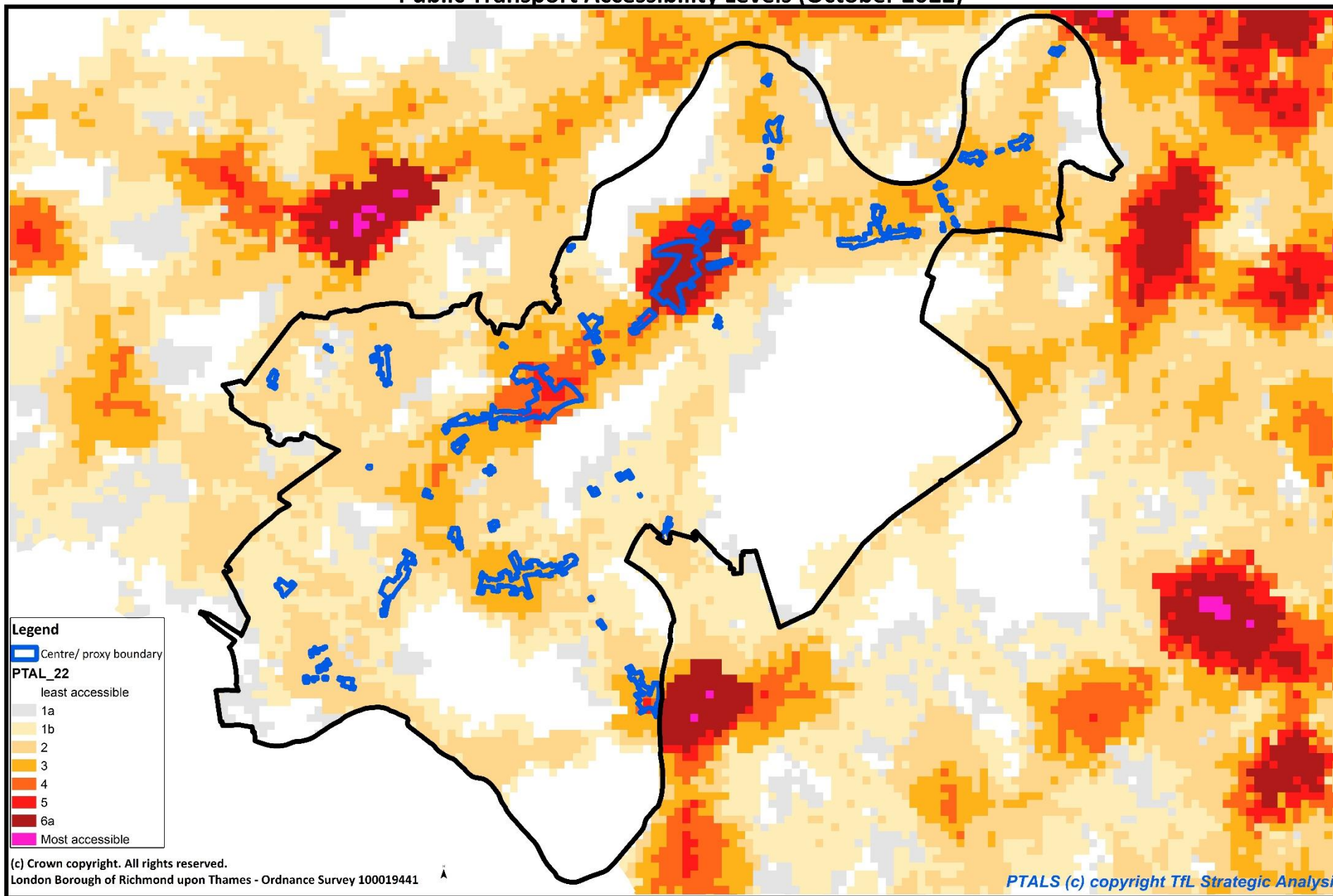
- White Hart Lane and Hampton Wick are the largest of the neighbourhood centres. White Hart Lane is a centre split between four areas and has a relatively limited convenience offer, range and function. Hampton Wick, located close to Kingston metropolitan centre, also has a limited convenience offer. 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.



### Gaps in Convenience Provision 2022 (Residential areas more than 400 metres from convenience shopping)

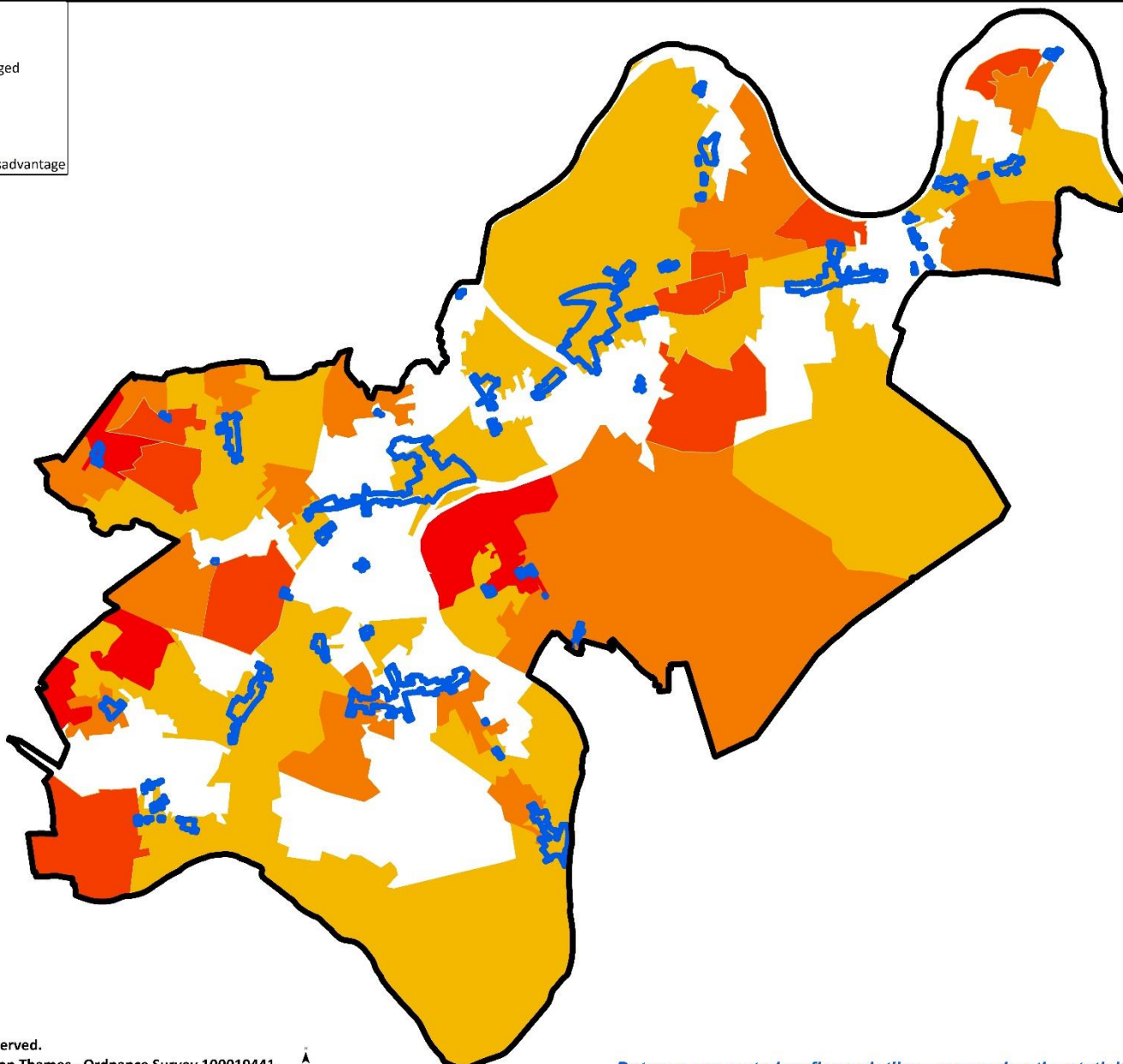


### Public Transport Accessibility Levels (October 2022)



### Index of Multiple Deprivation 2019

- Legend**
- Centre/proxy boundary
  - 1st Quintile - least disadvantaged
  - 2nd Quintile
  - 3rd Quintile
  - 4th Quintile
  - 5th Quintile - most relative disadvantage



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London Borough of Richmond upon Thames - Ordnance Survey 100019441

*Data are presented as five quintiles - comparing the statistcal areas within the borough*

- Primary Shopping Areas** 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.

See Appendix 1 for maps of PSAs.

- Boundaries**

The proposed policy approach set out in the Publication Plan (Regulation 19 version)<sup>3</sup> 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 five town centres) or a 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. Each centre or parade requires a boundary to apply policy.

See Appendix 1 for maps of Town Centre Boundaries and Local Centre Boundaries.

Adopted Local Plan	Publication Plan (Regulation 19) Local Plan
Main Centre boundaries	All five centre boundaries updated and renamed ‘Town Centre Boundaries’.
Mixed Use Area boundaries	Each centre below the town centre level in the hierarchy has a Local Centre Boundary designated. Where an existing AMU existed this has been updated and renamed as a Local Centre Boundary. Note – For Hampton Village, a more inclusive boundary has been drawn joining together dispersed AMUs, an approach more consistent with other centres.
Centres with no AMU boundary in the adopted Plan	A boundary is proposed for the following centres, where previously none existed: <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 west.	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.
Castelnu	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

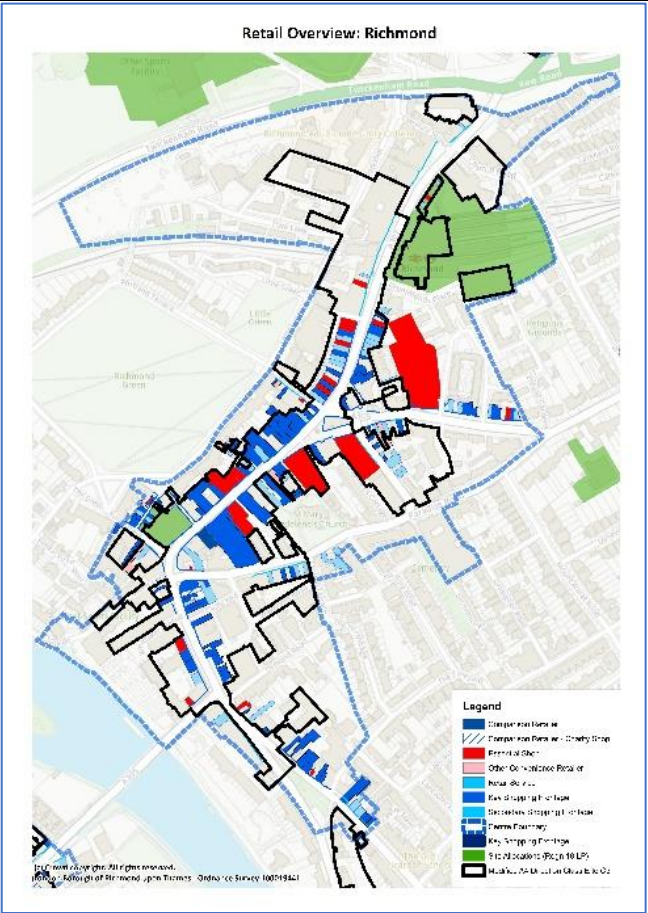
Notes to Table : 1 – 4 Source: SSA Town Centre Land Use Survey 2022. Figures exclude residential, 5 – 7 SSA GIS mapping exercise.

**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

**Table 3a: Summary of Assessment – Town Centres**

Centre	Summary of assessment	Policy Implications
Richmond	<p>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.</p> <p>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 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 <a href="#">Richmond BID</a>.</p> <p>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.</p> <p><b>Primary Shopping Areas:</b> 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.</p> <p>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.</p> <p>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 &amp; Red Lion Street is also taken into account.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Revision to Town Centre Boundary</li> <li>• Designation of Primary Shopping Area</li> </ul>





Centre	Summary of assessment	Policy Implications
	<p>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 <a href="#">RRLS Phase 2 2023</a><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.</p> <p>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.</p> <p><b>Town Centre Boundaries:</b> 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 on St John's Road. It also captures community uses on Retreat Road.</p> <p>Please see Appendix 1 for a map of the proposed boundary.</p>	

Centre	Summary of assessment	Policy Implications
Twickenham	<p>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 at the Stoop which support its well-represented Food &amp; Beverage offer catering for supporters as well as locals and office workers historically.</p> <p>There is no change to the borough’s centre hierarchy proposed in relation to Twickenham.</p> <div data-bbox="224 363 1041 946" style="border: 1px solid black; padding: 5px;"> <p>Twickenham district centre’s key roles include:</p> <ul style="list-style-type: none"> <li>• convenience shopping – Waitrose, Iceland, Tesco Express, Co-op and Marks &amp; 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, three sandwich shops, two off licences, three delicatessens, four bakery/cafés, two butchers, a greengrocer, fishmonger and confectioner.</li> <li>• comparison shopping – small independent specialist retailers, with a limited number of multiple retailers.</li> <li>• services – a good number of restaurant/cafes and a reasonable number of fast food/takeaways and pubs/bars.</li> <li>• 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.</li> <li>• community facilities – including four dentists, two gymnasiums, three physiotherapists, a day nursery/pre-school, health centre, job centre, museum, police station, veterinary practice, yoga studio, Twickenham Library and the Exchange Theatre.</li> </ul> <p>Source: Lichfields, <a href="#">RRLS Phase 2 2023</a><sup>2</sup></p> </div> <div data-bbox="1064 384 1691 710" style="border: 1px solid black; padding: 5px;"> <p><b>Primary Shopping Areas:</b>                      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 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) and exceptions to this PD right and proposed Site Allocations.</p> </div> <div data-bbox="1052 722 1691 1177" style="border: 1px solid black; padding: 5px;"> </div> <p>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. 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.</p> <p>Please see Appendix 1 for a map of the proposed boundary.</p> <p><b>Town Centre Boundaries:</b>                      The adopted Plan main centre boundaries have been reviewed and several minor changes are proposed to reflect the current land use pattern, primarily to exclude residential development. Please see Appendix 1 for a map of the proposed boundary.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Revision to Town Centre Boundary</li> <li>• Designation of Primary Shopping Area</li> </ul>

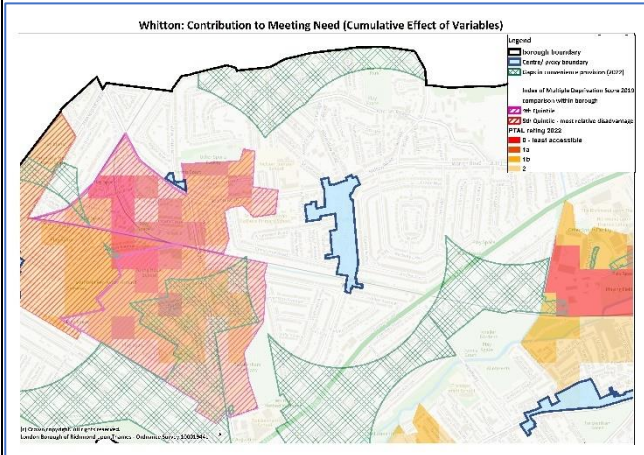
Centre	Summary of assessment	Policy Implications
East Sheen	<p>East Sheen is a linear centre in the east of the borough impacted by the busy south circular road. It is a valued district centre with a convenient range of shopping and facilities and has a relatively localised catchment area. However, it has a significant comparison goods offer with approximately 75 shops 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 national average. There is residual capacity for an increase in primarily food &amp; beverage 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 and serves a residential population to the south which has very poor public transport accessibility.</p> <p>There is no change to the borough’s centre hierarchy proposed.</p> <div data-bbox="224 576 949 1161" style="border: 1px solid black; padding: 5px;"> <p>East Sheen’s key roles include:</p> <ul style="list-style-type: none"> <li>• 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 (x10), bakery/café (x3), cake shop (x2) an off license, a confectioner and a delicatessen.</li> <li>• comparison shopping – reasonable proportion of comparison retailers but the majority are independent retailers, with a small number of multiple retailers.</li> <li>• services – good selection including excellent representation of restaurants/cafes. Good representation of fast food takeaways, estate agents/valuers and launderettes/dry cleaners.</li> <li>• entertainment and evening economy – as above, a good choice of restaurants and takeaways and fewer pubs/bars; and</li> <li>• 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.</li> </ul> <p>Source: Lichfields, <a href="#">RRLS Phase 2 2023</a><sup>2</sup></p> </div> <div data-bbox="981 576 1653 1098" style="text-align: center;"> <p>The map shows the East Sheen area with various retail and service points marked. A legend in the bottom right corner identifies symbols for: Supermarket, Independent comparison goods, Independent convenience stores, Independent specialist shops, Professional services, Public services, and Town centre boundary. The map highlights areas where these services are missing or underrepresented, particularly in the southern and eastern parts of the East Sheen catchment area.</p> </div> <p><b>Primary Shopping Areas:</b> 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 is dominant with a view to making the retail area as compact as possible centred on the Upper Richmond Road/ Sheen Road crossroads. Please see Appendix 1 for a map of the proposed boundary.</p> <p><b>Town Centre Boundaries:</b> The adopted Plan main centre boundaries have been reviewed and several minor changes are proposed to reflect the current land use pattern, primarily to exclude residential development. Please see Appendix 1 for a map of the proposed boundary.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Revision to Town Centre Boundary</li> <li>• Designation of Primary Shopping Area</li> </ul>

Centre	Summary of assessment	Policy Implications
Teddington	<p>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, with the former a Conservation Area with many charming shop fronts, characterised by independents and Broad Street where most multiples are located. Marks &amp; Spencer Food, J Sainsbury and Tesco are represented in the centre. The National Physical Laboratory &amp; 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 &amp; 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. No change to Teddington’s position in the borough’s centre hierarchy is proposed.</p> <div data-bbox="224 534 945 842" style="border: 1px solid black; padding: 5px;"> <p>Teddington town centre has approximately 190 commercial/community units recorded as part of the Council’s 2022 Town Centre Land Use Survey. Compared with the average town centre, Teddington has a slightly larger proportion of essential shops (22) and essential/in-person services (41) but a slightly smaller proportion of comparison retailers (46) and food and beverage businesses (42).</p> <p>Source: Lichfields, <a href="#">RRLS Phase 2 2023</a><sup>2</sup></p> </div> <div data-bbox="967 518 1675 710"> <p><b>Primary Shopping Areas:</b> 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.</p> </div> <div data-bbox="224 874 922 1492"> <p>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. A compact retail core will facilitate this.</p> <p>The PSAs are designated where retail predominates with a view to providing as compact a retail core as possible. Please see Appendix 1 for a map of the proposed boundary.</p> <p><b>Town Centre Boundaries:</b> The adopted Plan main centre boundaries have been reviewed and several minor changes are proposed to reflect the current land use pattern, primarily to exclude residential development, taking into account Lichfields advice in the RRLS Phase 2 2023<sup>2</sup>. It is slightly extended along Stanley Road to capture the Teddington Constitutional Club. Please see Appendix 1 for a map of the proposed boundary.</p> </div> <div data-bbox="945 853 1691 1388"> <p>The map, titled 'Retail Overview - Teddington', shows a street map of the town centre with various retail zones highlighted in different colors. A legend in the bottom right corner identifies the zones: Comparison (red), Convenience (blue), Retail Service (green), and Essential (yellow). Landmarks such as Teddington Lawn Tennis Club, Wades Lane Ground, Teddington Sports Ground, and St Mary's Church are also labeled. The map shows a central retail core along the High Street and Broad Street, with various retail zones extending along other streets like Stanley Road and Waldegrave Road.</p> </div>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Revision to Town Centre Boundary</li> <li>• Designation of Primary Shopping Area</li> </ul>

Whitton

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. In terms of the Mayor’s classification of commercial growth potential, Whitton is categorised as low and residential growth as ‘incremental’.

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. Whitton is also a destination for visitors to Twickenham Stadium, the home of the RFU.



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 RRLS Phase 2 Report indicating that they would not improve anything about the centre. 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.

Forecasting indicates that there is no requirement for further new retail development, nevertheless it is clear that the centre should be nurtured and developed to continue to fulfil its vital role in meeting need.

There is no change to the borough’s centre hierarchy proposed.

- No change to hierarchy
- Revision to Town Centre Boundary
- Designation of Primary Shopping Area

**Primary Shopping Areas:**

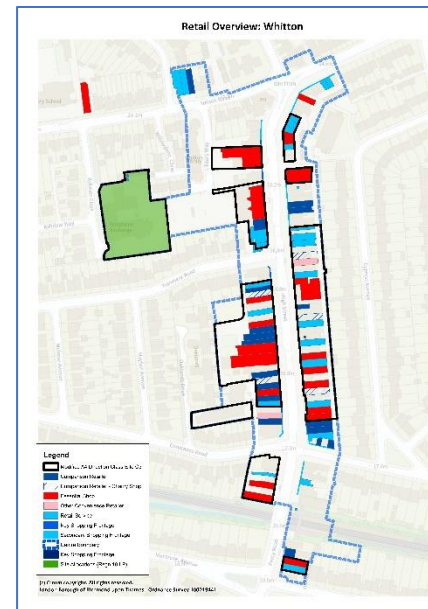
It is proposed to designate a Primary Shopping Area for Whitton to ensure that there is a sufficient quantum of retail space available for the centre to fulfil its role in the hierarchy. The limited number and selection of comparison shops and multiple retailers has been identified as a potential weakness 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 (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) and exceptions to this PD right and proposed Site Allocations.

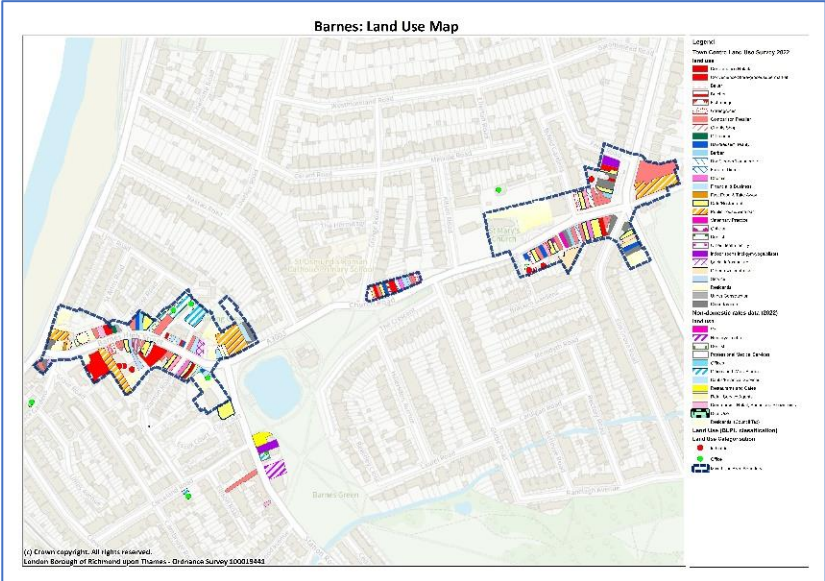
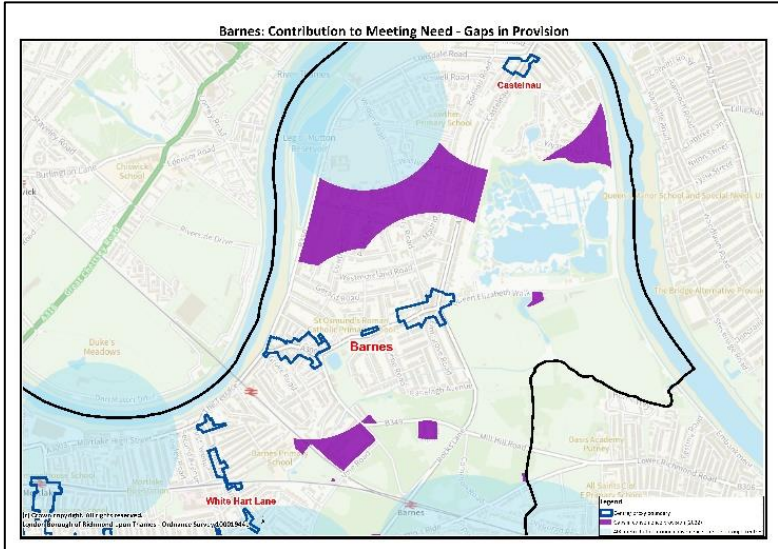
The PSAs are designated where retail predominates with a view to providing as compact a retail core as possible. The majority of Whitton’s retail is of course located on the High Street itself. The proposed PSA does not extend to cover the entire TCB.

**Town Centre Boundaries:**

The adopted Plan main centre boundaries have been reviewed and several minor changes are proposed to reflect the current land use pattern, primarily to include adjacent commercial and community uses. Please see Appendix 1 for a map of the proposed boundary.



**Table 3b: Summary of Assessment – Local Centres**

Centre	Summary of assessment	Policy Implications
Barnes	<p>Barnes is the largest of the borough’s local centres (123 commercial/community outlets and 16,000 m2 of floorspace<sup>10</sup>) with both a convenience and comparison shopping role and a developed cultural and leisure offer which includes a cinema. Both Marks &amp; Spencer Food &amp; J Sainsbury are represented in the centre. They are the only major retailers present. There are 17 multiple outlets in the centre.</p> <p>According to the 2022 GOAD category report<sup>10</sup> Barnes has provision greater than the UK average in terms of the number of convenience, comparison and retail service outlets. If we look at numbers of units/outlets. If we consider the figures for floorspace, both comparison and convenience shops are under-represented and retail services over-represented. It is likely that shop size is a factor, with Barnes, and indeed most centres in the borough, having smaller shops than the average.</p> <p>Prospect Studios Key Business Area is located off Barnes High Street. The emerging Local Plan states that future development should “strengthen the role and function of the area’s distinctive Barnes local centre” Barnes has a vacancy rate of 8.7% very similar to the average for this type of centre.</p>  	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul> <p>All three parts of the centre have a role in serving the population to the north which is both more than 400 metres from convenience provision and further to the north there is an area which is relatively disadvantaged which Barnes may have a limited role in serving. Part of this area also has poor public transport accessibility due its location in the bend of the River Thames. Barnes has an affluent nearby community but also has a role to play in meeting local needs.</p> <p>Barnes has a very good range of convenience and comparison shopping, places to eat and spend leisure time as well as employment opportunities. It is of scale, role and function which warrants designation as one of the borough’s local centres.</p>

Hampton Hill

Hampton Hill is one of the larger local centres located to the west of Teddington district centre, bounded to the immediate east by Bushy Park. It is a linear centre running along the High Street. Hampton Hill is atypical in that blocks of active frontage are interspersed by other uses including significant blocks of housing. The borough’s largest out-of-centre superstore is located approx. 1.5 km to the northwest (J Sainsbury, St Clares). It does not have a BR station or London Underground connection. The centre falls within PTALs 1a to 2 (6 indicating high accessibility & 0 indicating low accessibility) indicating poor public transport accessibility<sup>8</sup>. Much of the southern part of the centre is covered by Conservation Area designation (CA 38 High Street Hampton Hill).

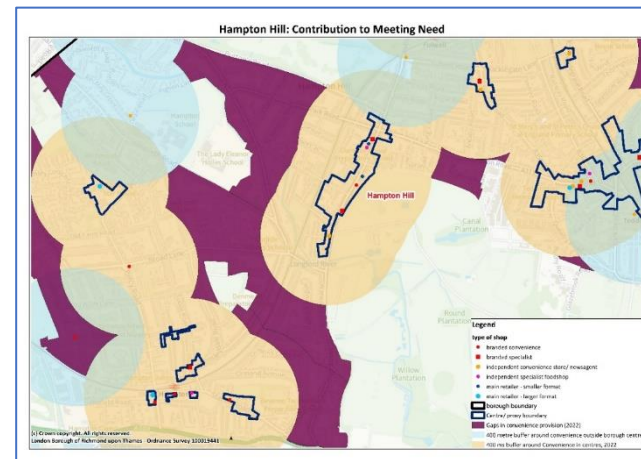
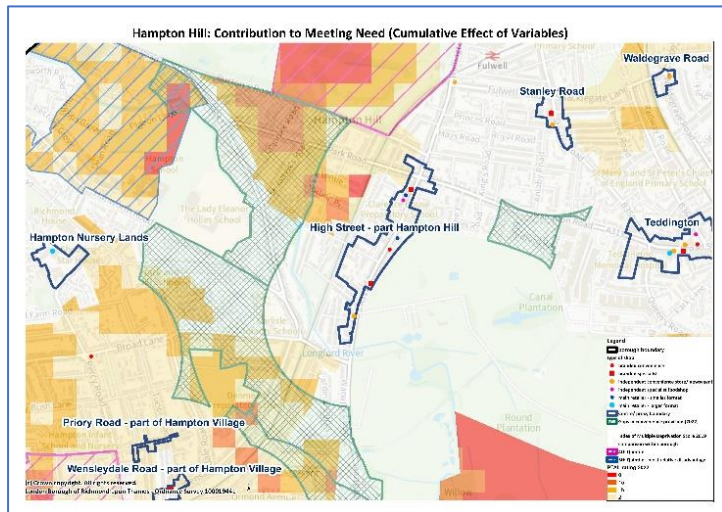
Food retail provision is provided by relatively small units: Tesco & Sainsburys Local supplemented by smaller multiples and independents. The emerging Local Plan seeks to support the centre and improve the public realm. Monies have been made available through the Public Realm Improvement Fund for placemaking initiatives on area between 169 High Street and 68-78 High Street including naming the space, removal of one of the group of three phone boxes, awnings to improve look of the parade.

Consultation responses support more variety of uses and more independents.

A Key Business Area is located to the north of the centre including Hampton Hill Business Park. This is a mid-1980s purpose built business park and is attractive to occupiers over 18-units. The units are a mix of warehouse, industrial and workshops and. However, the KBA extends along the High Street and there are blocks of office which remain, some having been converted to residential under PD rights allowing change of use from office to residential. St Clare Business Park, a designated Industrial Land/Business Park is located to the west of the High Street accessed from Holly Road and is a mix of 1970s/80s industrial, warehouse and office units.

The map shows the contribution that this busy local centre makes to providing local facilities and shopping. In particular, residential areas to the northwest and to the west of Hampton Hill are not well-served by local shopping facilities. In the most part it has a distinct catchment area. Convenience provision is provided by a Sainsburys Local, Tesco Express.

- No change to hierarchy
- Proposed Local Centre Boundary



Hampton Hill has an important role to play in meeting need for convenience provision as illustrated by the map above. Indeed, some of the communities it serves are more than 400 metres from provision, located in an area poorly served by public transport and may also contribute in a limited way to serving those identified as relatively disadvantaged.

With approximately 110 commercial outlets/ community uses and a range of shopping and services including a theatre, Hampton Hill warrants its position in the hierarchy as a local centre.

Hampton Village

Hampton Village is a very dispersed local centre serving a large catchment to the southwest of the borough. It has approximately 80 units making it one of the larger local centres. The 2 core areas are centred around Station Approach/Wensleydale Rd/ Ashley Rd/ Milton Rd and along Station Road. There are 2 further small stretches of frontage at Percy Road and Priory Road. The centre benefits from a Little Waitrose at Oldfield Road.

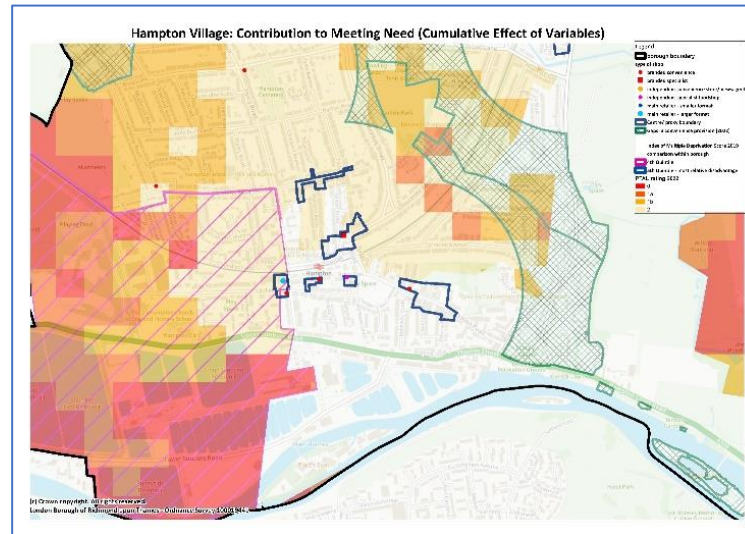
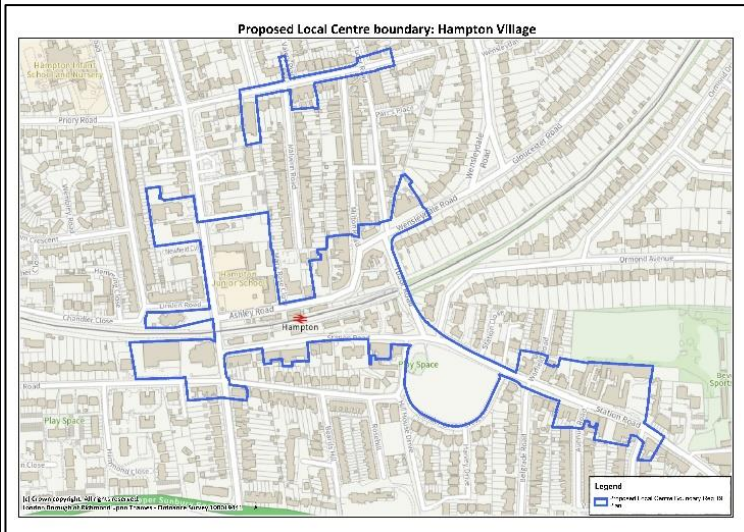
Hampton Village falls within PTAL 2 (6 indicating high public transport accessibility & 0 indicating low accessibility). The centre has a BR station with a fairly limited service and overall public transport accessibility is relatively poor.

The Station Rd area is located in Hampton Village Conservation Area.

The vision for the area in the emerging Local Plan is for future development to enhance the existing local centre, generating activity and to reanimate them as local hubs for the community.

Hampton Village serves a population to the north which has been identified as being more than 400 metres from convenience shopping. It also serves a population to the west which is relatively disadvantaged in a borough context according to the 2019 Index of Multiple Deprivation<sup>9</sup>. The combination of these factors reveals the importance of the centre for the community and the need to support its vitality and viability and role as a provider of local shopping and services. In addition, as referred to above, despite the train service, public transport accessibility is poor. Hampton Village is also a centre with a discreet catchment (not overlapping with the 400 metre buffer of other centres).

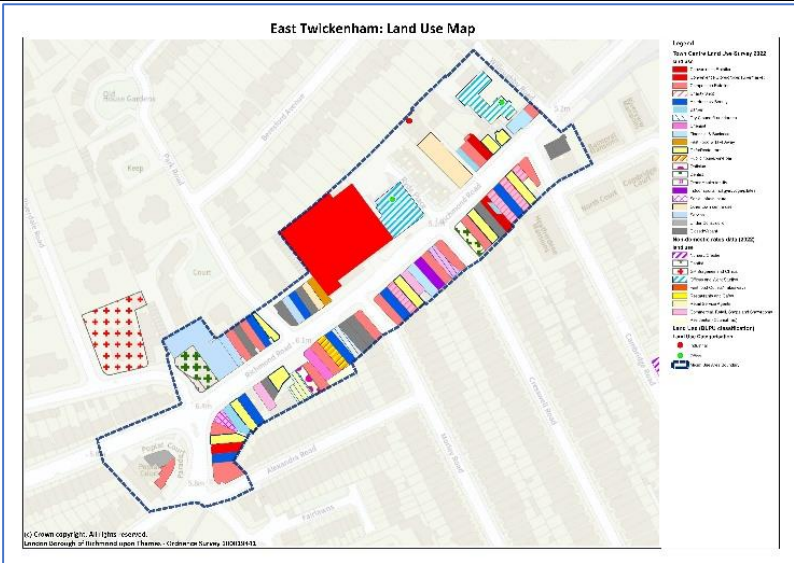
- No change to hierarchy
- Proposed Local Centre Boundary

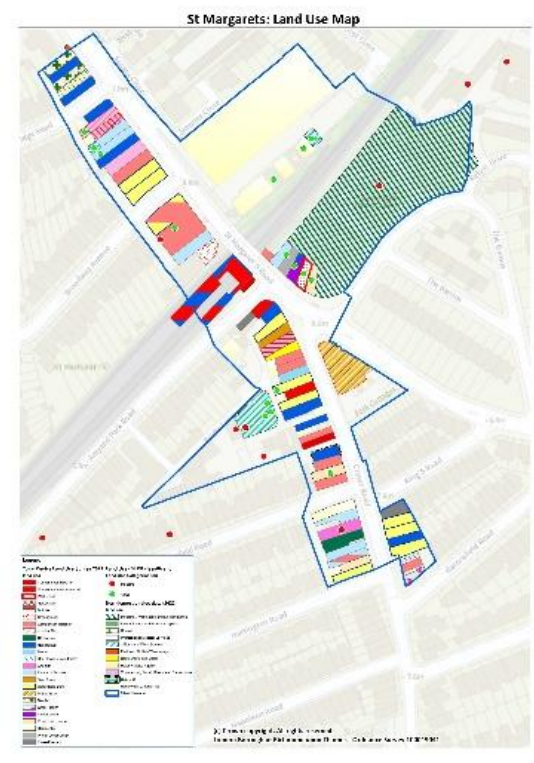


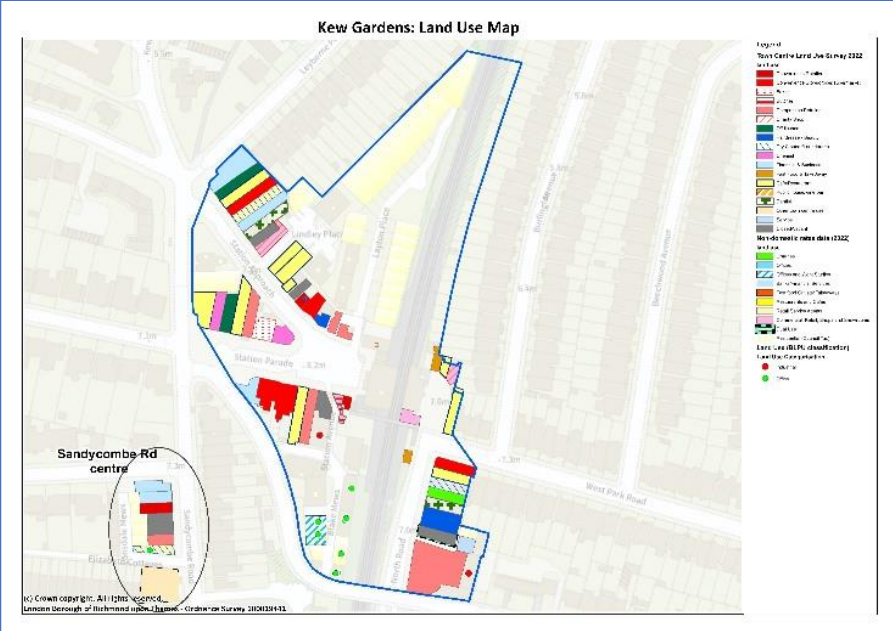
Previously only parts of Hampton Village were defined as Areas of Mixed Use in the adopted Local Plan, in separate blocks. Some areas had a retail presence and others did not and in the later areas therefore no designated shopping frontage (two AMUs on Station Road). The emphasis has shifted away from protecting all retail uses as shopping habits change. The opportunity has been taken to merge these separate blocks where possible to provide a more consolidated boundary, more consistent with how other centre boundaries are drawn.



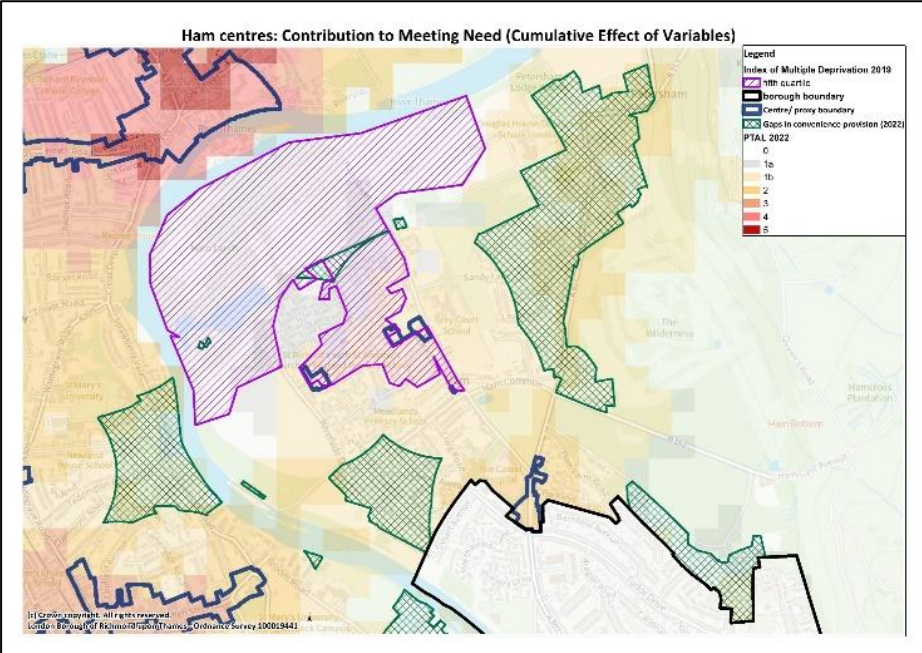
Centre	Summary of assessment	Policy Implications
<p>East Twickenham</p>	<p>East Twickenham has approximately 75 units. It is separated from the principal town centre in the borough by the River Thames, albeit c. 250 metres away across Richmond Bridge. The centre is covered by Conservation Area, primarily CA 66 (Richmond Road, East Twickenham). Richmond Road (A305) is a strategic road linking the two largest town centres in the borough and can often be congested. A Lidl superstore opened in the centre in February 2021, significantly increasing its convenience offer. The centre has a reasonable comparison shopping offer with 15 retailers. It has 9 outlets in the hair &amp; beauty sector and is well-represented with cafes and restaurants.</p> <p>The emerging Local Plan seeks to ensure that the centre continues to thrive. A vacancy rate of 13%, it is easily the highest amongst the local centres. Funding to enhance public realm scheme due to start in 2023 following public consultation, including more greening, artwork, City Tree and side road carriageway and footway maintenance. Enhancement of the slipway to connect cycle facilities either side of Richmond Bridge.</p> <p>East Twickenham serves a small area to the southeast which is identified as having a gap in provision. Both this centre and nearby St Margarets serve a population in a bend of the River Thames, albeit that Richmond town centre, with significant convenience and comparison shopping is nearby. The centre is primarily in PTAL 4 rising to 6a closer to Richmond Bridge and the major centre of Richmond itself and thus has good public transport accessibility.</p> <p>The centre’s size, role and function justifies its position as a local centre. The local centre boundary is largely the same as the adopted mixed use area boundary but is extended slightly to the west to include a health facility and chemist and excludes residential at Ryde Place.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>



Centre	Summary of assessment	Policy Implications	
St Margarets	<p>St Margarets has approximately 65 units and serves residents living in the area located between Twickenham district centre and the borough’s principal town centre - Richmond. The centre’s catchment overlaps marginally with East Twickenham. The emerging Local Plan seeks to support the centre to ensure that it continues to thrive.</p> <p>St Margarets benefits from a BR station and is on the loop line to London Waterloo and public transport accessibility is not considered as poor within the centre itself. However, it serves a population located to the north &amp; west where public transport accessibility is much lower, with a PTAL rating of only 1b in parts<sup>8</sup>.</p> <p>The centre also contributes to serving a gap in provision.</p> <p>It has mainly a convenience shopping role with a Tesco Express and other essential shops including a butcher and greengrocer. It also has some comparison shopping. St Margarets has a good range of useful local services and retains a Post Office.</p> <p>There is an agglomeration of employment uses to the west of St Margarets Road and a designated as a Key Business Area at Old Lodge Place. Twickenham Film Studios are designated as an Industrial Land/Business Park, all of which are located within the centre’s boundary.</p> <p>St Margarets is an attractive centre and is covered by Conservation Area 49 (Crown Road). It has several Buildings of Townscape Merit as well as the listed Church of St Mary of Scotland on St Margarets Road adding to its ambiance.</p> <p>No change is proposed to the hierarchy in relation to this centre due to its size, role and function, provision of employment opportunities and the presence of the Twickenham Film Studios.</p> <p>The Local Centre Boundary is largely the same as the adopted Area of Mixed Use boundary with very small adjustments.</p>	 <p>The map, titled 'St Margarets: Land Use Map', shows a central area outlined in blue. The area is divided into various colored zones: yellow, green, red, blue, and purple. A legend in the bottom left corner lists the corresponding land use categories for each color. The map also shows surrounding roads and other land use areas.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>

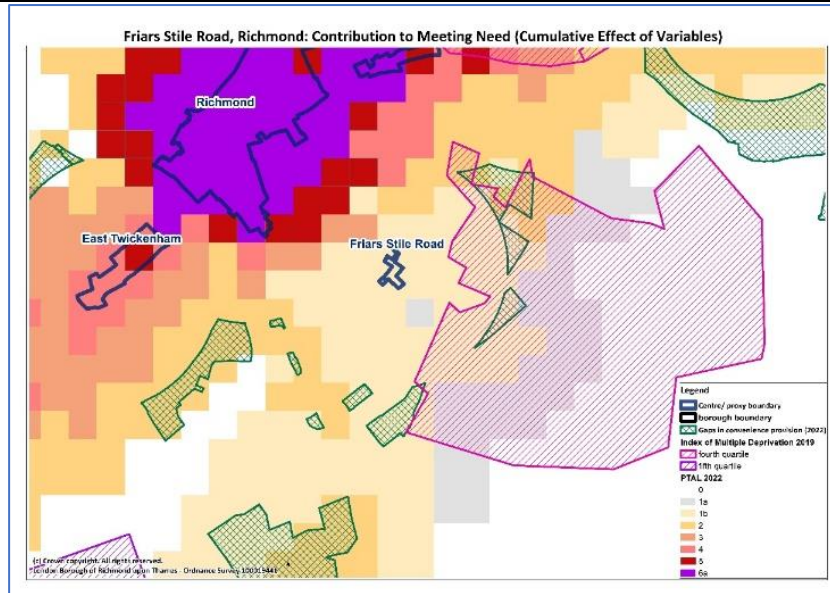
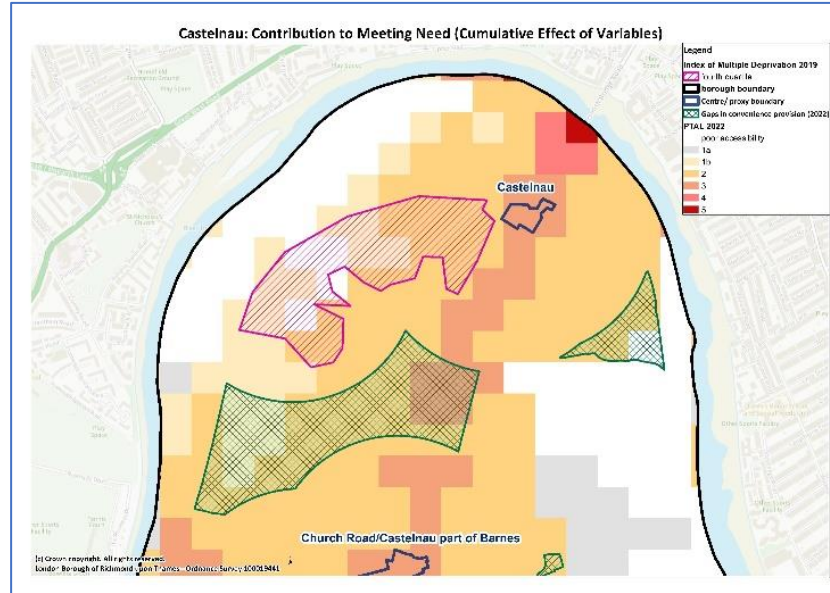
Centre	Summary of assessment	Policy Implications
<p>Kew Gardens</p>	<p>Kew Gardens is a lively and attractive centre of approximately 50 units on either side of Kew Gardens BR &amp; London Underground Station. It is the most significant centre in the Kew area located within a bend in the River Thames and serves a substantial local catchment. The nearby parades at Kew Green and Sandycombe Road have a more limited role in meeting top-up shopping needs compared to the range of shops and facilities available in this local centre. This local centre caters for tourists including those visiting Kew Gardens but also serves the local population. It has a valued Food &amp; Beverage offer.</p> <p>Most of the centre falls within PTAL 4 (6 indicating high accessibility &amp; 0 indicating low accessibility)<sup>8</sup> making it highly accessible compared to the majority of centres below town centre level in the borough, although there may be some limited areas within the catchment which have a PTAL rating of less than 2.</p>  <p>The emerging Local Plan seeks to “conserve the high-quality, traditional, frontages along the parade area... and maintain a sense of activity and vibrancy.” With the exception of Layton Place, the centre has Conservation Area status. Kew Gardens Railway Station and footbridge are Listed Buildings.</p> <p>Vacancy rates have typically been low in the past particularly on the western side of the railway line. The centre includes Blake Mews Key Business Area.</p> <p>The completion of the Kew Riverside scheme increased the amount of housing in the area considerably. Further significant housing development was completed at the Inland Revenue site in 2018 and permission has been granted for 88 additional units at the Kew Biothane site nearby in 2020.</p> <p>Marks &amp; Spencer at Kew Retail Park currently has c.750m<sup>2</sup> of food retail which serves a local role also. Note also that there is a Site Allocation in the emerging Plan for Kew Retail Park which is expected to be a residential-led development with some retail and other town centres.</p> <p>Kew Gardens local centre is valued by the local community as well as being a gateway for visitors to Kew Gardens. It has a reasonable selection of shops to meet essential needs and a much-loved monthly market. It warrants its designation as a local centre duty to its function, range and scale.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>

Centre	Summary of assessment	Policy Implications
Ham Parade	<p>Ham Parade is a compact and important local centre close to the boundary with the Royal Borough of Kingston upon Thames. The adopted Ham &amp; Petersham Neighbourhood Plan sets out a vision for the area: “to build on the identity of Ham and Petersham as a distinct and sustainable mixed community giving great opportunities to live and work within a semi–rural historic landscape .... whenever viable, residents will have access to education, shopping, working, cultural and other opportunities within Ham and Petersham so as to foster a greater sense of belonging and identity”. In relation to Ham Parade specifically, the <a href="#">Neighbourhood Plan</a> seeks enhancement of the centre through public realm improvements.</p> <p>The Publication Local Plan (Regulation 19 Local Plan)3 Site Allocation SA 24 – the Grade II listed Cassel Hospital if implemented could provide additional residents which would be served by Ham Parade for top up shopping.</p> <p>The centre has a range of shops, a larger than average proportion of shops classified as essential (in the Local Plan) than the average for this type of centre and services and a regular and popular market.</p> <p>Ham centres, and Ham Parade in particular, play a vital role in providing shopping &amp; services for those living in this part of the borough, one of the least accessible areas located in a bend in the River Thames. It is reflected in the low PTAL ratings for Ham and Petersham which is in fact closely correlated with areas identified as having a gap in provision. There is also a close relationship between the less accessible area to the west of the centre and the area which is identified as relatively disadvantaged within the borough according to the 2019 Index of Multiple Deprivation<sup>9</sup>.</p> <p>Ham Parade is the largest of the 3 centres/parades in the area albeit that its main convenience store is a relatively small Sainsburys Local located in a former Lloyds bank. (Ashburnham Road parade includes a Tesco Express.) There is no neighbourhood-sized store in this part of the borough.</p> <p>Funding has been made available for improvements to the centre via the Public Realm Improvement Fund to enhance the public realm and improved access for pedestrians and cyclists focusing on eastern side of Ham Parade. However, new businesses have opened including the bookshop (Parades End) and Ham Food Centre providing an alternative to the Sainsburys Local.</p> <p>Although one of the smaller local centres, its role in meeting need is clear, and justifies Ham Parade’s designation as a local centre. Ham Parade did not have an Area of Mixed Use boundary in the adopted Plan. The Local Centre Boundary proposed is tightly drawn around commercial premises and community uses with reference to the Article 4 Direction boundary which restrict change of use from Class E to residential, taking account of exceptions to the PD right<sup>5</sup>.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>

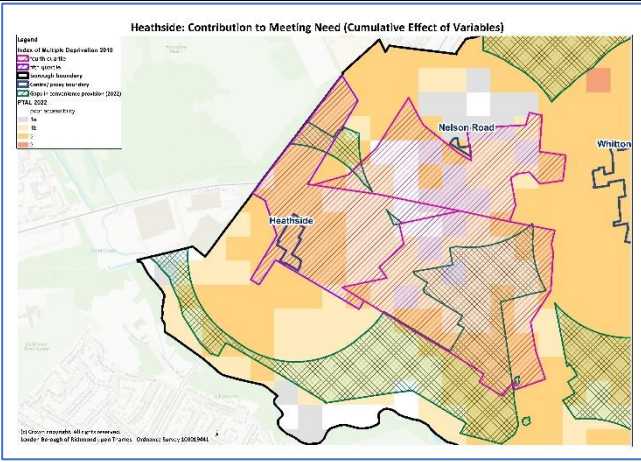
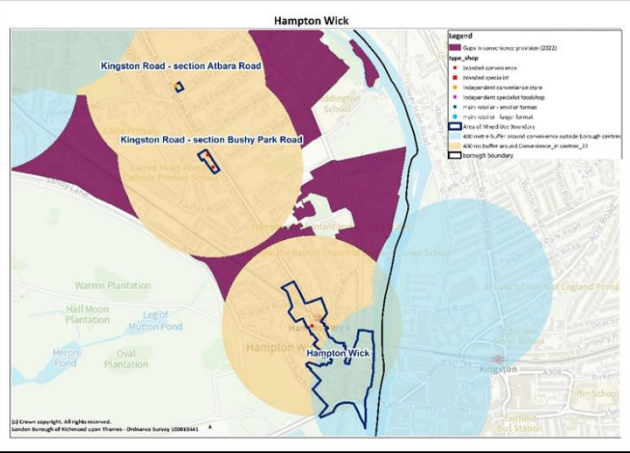


**Table 3c: Summary of Assessment – Neighbourhood Centres**

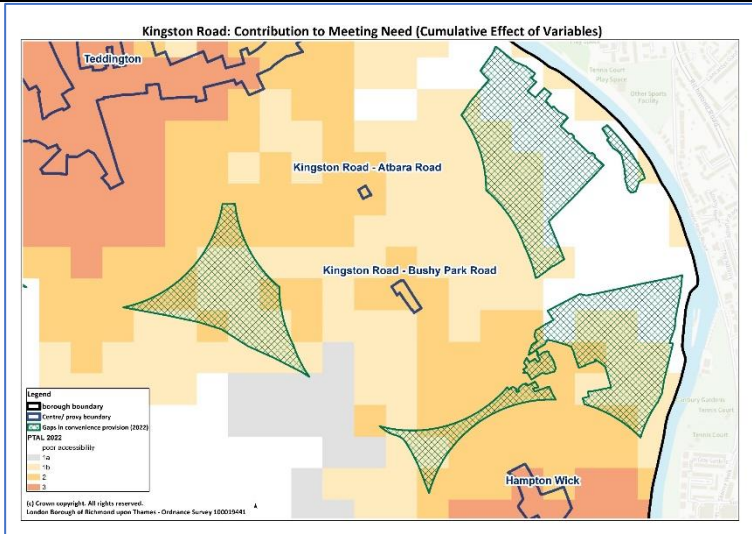
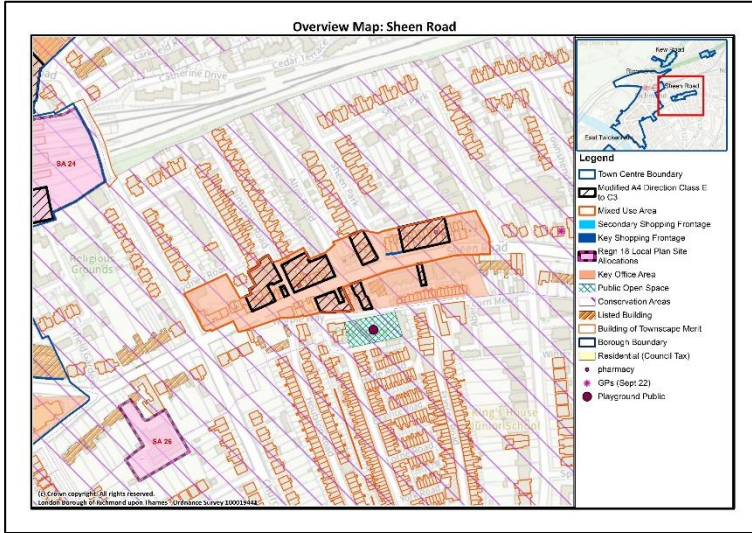
Centre	Summary of assessment	Policy Implications
Castelnau	<p>Castelnau is a small neighbourhood centre which serves a population, parts of which are firstly, relatively disadvantaged, secondly, poorly connected in terms of public transport and thirdly, includes residential areas which are more than 400 metres from convenience provision.</p> <p>The Publication (Regulation 19) Local Plan<sup>3</sup> identifies Castelnau as an important local shopping area which serves a distinct residential area that has been amongst the most relatively disadvantaged in the borough. Its future development should ensure that day-to-day facilities are available to the surrounding community. Although Castelnau is a small centre it has both essential and useful shops &amp; services including a pharmacy, newsagent, dry cleaner and deli.</p> <p>Castelnau is also one of the few centres which has a discreet catchment area (400 metre buffer). Its significance in terms of local retail and service provision justifies its position in the centre hierarchy as a neighbourhood centre.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
Friars Stile Road	<p>An attractive centre off Richmond Hill covered by either St Matthias Conservation Area or Richmond Hill Conservation Area. The parade fulfils a valuable shopping role to residents living to the east and south which are more than 400 metres from convenience provision. It is one of the few centres which for the most part does not have an overlapping catchment and furthermore the area it serves is bounded by Richmond Park to the east. In addition, the centre falls within PTAL 1b which is amongst the lowest in the borough (6 indicating high public transport accessibility &amp; 0 indicating low accessibility)<sup>8</sup>. Furthermore, the centre serves an area to the east which is identified as being amongst the most disadvantaged in the borough.</p> <p>This parade had no vacancies in 2022 and at 25% has a significantly higher proportion of shops considered as “essential” as set out in the Regulation 19 Local Plan as well as useful services. This compact neighbourhood centre plays such an important role in meeting local need and no change to its position in the hierarchy is proposed.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>



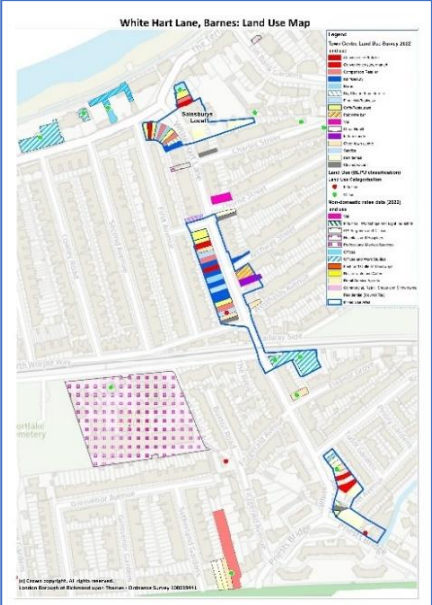
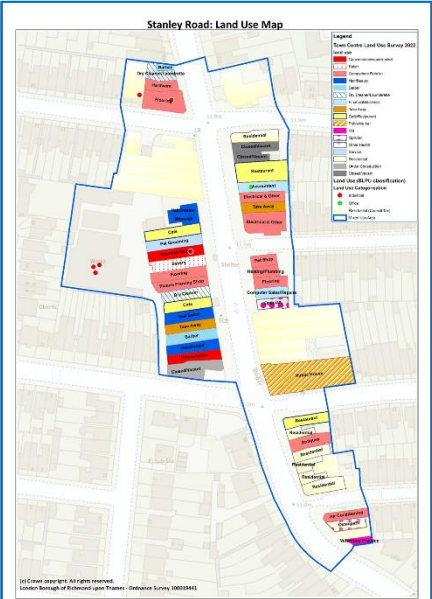
Centre	Summary of assessment	Policy Implications
<p>Hampton Wick</p>	<p>Hampton Wick is situated on the busy High Street/ Kingston Road linking Teddington district centre to Kingston, and thus is a visible centre, albeit that stopping &amp; parking are difficult. It has a large number of units in total (50 commercial/ community units) but as with White Hart Lane, its convenience function is very limited. Larger food retailers are not represented. Essential shopping may be limited because of the proximity of Kingston town centre, and potentially the Co-op at Kingston Road to the north. Its 400 metre buffer does not overlap with Kingston Road's to the north. There are residents to the north of the 400 metre who are served by this centre where public transport accessibility is poor and where there is an identified gap in provision.</p> <p>Hampton Wick is of course located very close to Kingston with a very significant retail offer. Hampton Wick provides a range of useful local services such as hairdressers, barbers, beauty salons/nail bars, launderette, dentist and physiotherapist. It has a library and community centre on Bennett Close. There is some comparison shopping here, with several units selling sports related products, notably Sigma Sports flagship store. Vacancy rates have fluctuated but were below the average for a neighbourhood centre in 2022<sup>14</sup>. It has several historic pubs and also restaurants/takeaways and provides services for the local community. It is a significant office centre, particularly around Lower Teddington Road. There has been some change of use to residential under permitted development rights, but the area retains its Key Business Area status going forward to the Publication Plan<sup>3</sup>. The centre's role in meeting need (Hampton Wick contributes to serving communities which are more than 400 metres from convenience provision) and in providing employment opportunities, as well as its scale, being the second largest of the neighbourhood centres, justifies its categorisation as a neighbourhood centre.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>Heathside</p>	<p>Heathside is a compact local centre in the north-west corner of the borough on the border with London Borough of Hounslow with 35 commercial/community outlets. The centre has 7 of the 9 essential shops (as defined in the Regulation 19 Local Plan) and 7 essential/ in person services including a Post Office with an ATM, chemist, convenience store, butcher and several hairdressers and barbers. It has no main food retailer representation. It also has a food and drink offer, mainly cafes/restaurants and fast food takeaways. Planning permission has been granted for demolition of the former public house (Duke of York) and construction of two buildings, consisting of a retail unit and community centre at ground floor and 15 residential units above which is under construction. Heathside is located within PTAL 1b, making it amongst the least accessible in the borough (6 indicating high accessibility &amp; 0 indicating low accessibility)<sup>8</sup>. Heathside is important as residents to the south are at some distance from alternative facilities at Hospital Bridge Road. This centre also provides facilities for residents living in one of the most relatively disadvantaged parts of the borough. Cumulatively, these three factors point to the significance of this centre for providing essential shops &amp; services to the surrounding population. The area is currently undergoing improvements funded through the Public Realm Improvement Fund. Heathside warrants designation as a neighbourhood centre due to its scale, function and very significant role in meeting local need.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>



Centre	Summary of assessment	Policy Implications
<p>Sheen Road</p>	<p>Sheen Road is an attractive centre located on the busy A305 running out of Richmond town centre towards East Sheen district centre. It has good public transport accessibility. Sheen Road centre’s immediate catchment is predominantly prosperous. However, it also contributes in a limited capacity to meeting the needs of those living to the east of this neighbourhood centre identified as being both one of the most disadvantaged communities in the borough.</p> <p>Sheen Road centre has 40 commercial units/ community uses and a good range of shops and services to meet local need (6 convenience retailers), including several supermarkets, a Post Office, pharmacies, several dentists a nearby GP and the centre provides other services requiring a visit in person such as hairdressers and dry cleaners. In addition, the centre has a number of employment opportunities, mainly office, and is mostly covered by a Key Business Area designation.</p> <p>Sheen Road warrants designation as a neighbourhood centre due to its size, role &amp; function (including meeting need) and provision of employment opportunities.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>Kingston Road</p>	<p>Kingston Road centre is located between Teddington district centre and Hampton Wick neighbourhood centre. This centre is in 2 parts, the main shopping area at the junction with Bushy Park Road and another small parade of shops to the north at Atbara Road. This latter section comprises a parade of only 6 units which is providing some useful top-up shopping or services for the local community. Bushy Park Road is the larger of the two sections and totals 16 units which includes a vet, pharmacy and the main food store – Co-op. In addition, there are two unusually large units which accommodate retailers demanding a large amount of display space (bedroom showroom &amp; cycle shop). It should be noted that there have been several large residential developments completed in the last few years including at the Sandy Lane &amp; Normansfield Hospital sites and most recently, Teddington Riverside, Broom Road, formerly Teddington Studios. The Kingston Road centres are the nearest to these sites and contribute to serving these newer communities, whose spending helps to sustain the centres which despite the pandemic has only one vacancy.</p> <p>Kingston Road centre warrants its categorisation as a neighbourhood centre due to the significant role it plays in meeting need.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>



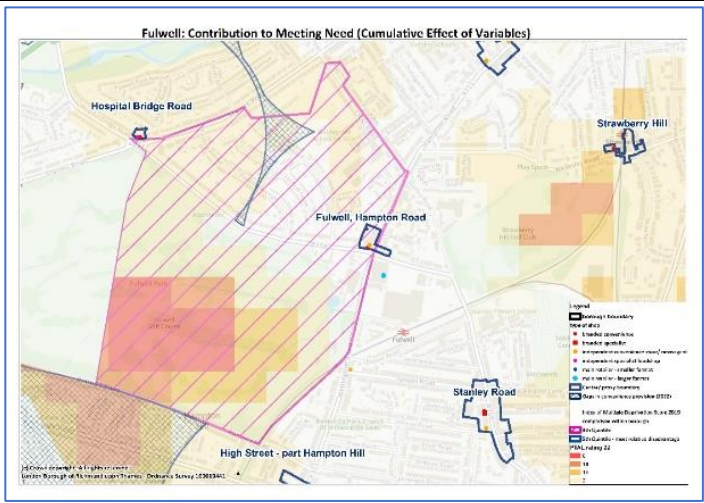
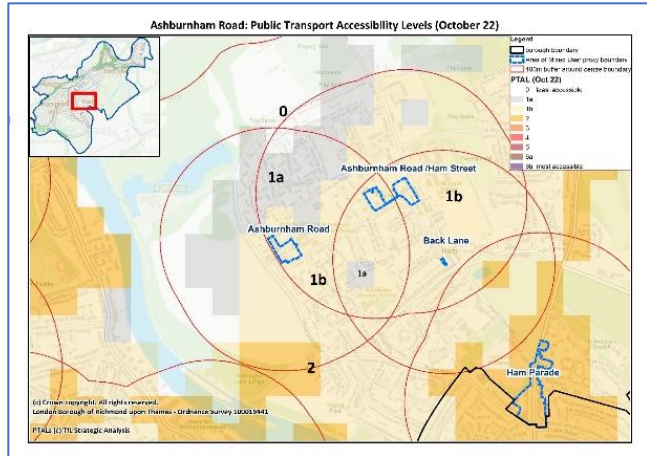
Centre	Summary of assessment	Policy Implications
<p>Stanley Road</p>	<p>Stanley Road centre comprises approximately 40 units and serves a local community to the northwest of Teddington town centre and to the northeast of Hampton Hill local centre. It does not have a discrete catchment. It is the largest of the smaller centres in this area. The centre is located within PTALs 2/3<sup>8</sup> and serves some living to the east in particular with relatively low public transport accessibility.</p> <p>Its convenience function is fairly limited (3 of the 9 essential shops) and the main food retailers are not represented. However, there is a very good range of essential in-person services such as an optician, vet, osteopath, dry cleaner and several hairdressers. It has a good Food &amp; Beverage offer including the Red Lion public house. Stanley Road has a strong comparison goods offer with 11 comparison goods retailers located in the centre selling a range of goods.</p> <p>Redevelopment of the Strathmore Centre (SA 8) may include affordable housing which would be served by this centre for top-up shopping. Planning permission has been granted, but not implemented. There is some employment present, notably at Princes Works.</p> <p>The centre’s scale and provision, particularly its services, make it appropriate to be classified as a neighbourhood centre.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>White Hart Lane</p>	<p>White Hart Lane is a dispersed linear centre covering 4 areas with blocks of primarily residential use and some office in between. One end of the centre is approximately 500 metres from the other and is divided by the railway line and the need to wait to cross can be divisive. It is a neighbourhood centre with a local role.</p> <p>In total the four sections comprise 55 commercial units /community uses. There is a Tesco Express in the Broadway section and elsewhere smaller convenience stores, although a fairly limited range in type of shop. There is less provision to the south of the centre at Priests Bridge and on the Upper Richmond Road West. There are many services available: several hairdressers/barbers and beauty salons, dry cleaners, a clinic, and gym, several restaurants/cafes and a pub.</p> <p>Also, there are two Key Business Areas to the immediate north of centre (Tideway Yard and The Old Power Station) which may add to the daytime population.</p> <p>There is a small area to the east which is identified as being a gap in convenience provision. All the 4 sites have a PTAL of 3 or below.</p> <p>Should the Barnes Hospital site be developed (outline consent for comprehensive redevelopment granted in 2020 including 83 residential units and full application due for determination) there would be additional residents which this centre would serve and whose spending could help to support it.</p> <p>This dispersed centre’s scale, function and role in meeting need warrants its designation as a neighbourhood centre despite its size in terms of absolute numbers.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>



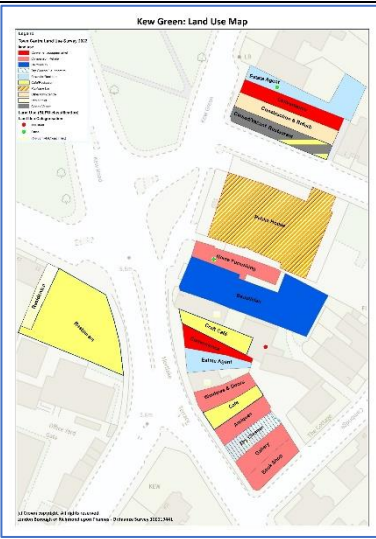
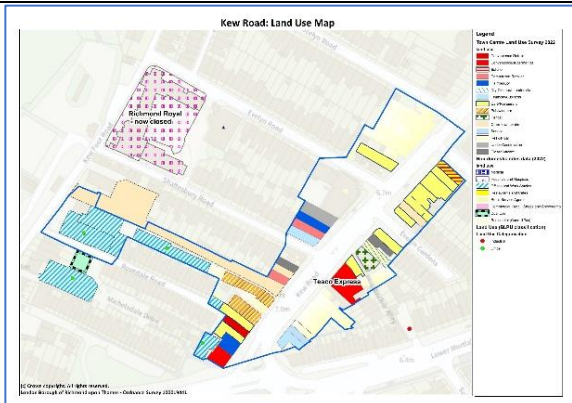
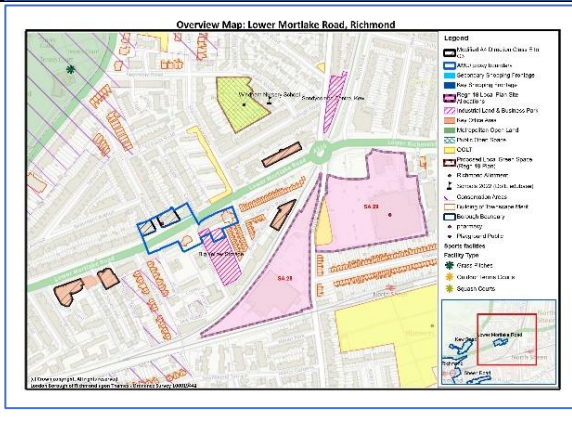


**Table 3d: Summary of Assessment - Local Parades**

Centre	Summary of assessment	Policy Implications
<p>Ashburnham Road</p>	<p>This is a small parade which consists of only 8 units. However, its importance in providing shopping is particularly clear in serving a gap in provision, serving communities 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. The Tesco Express located here is the largest food store in the area and is critical in providing opportunities for local top-up shopping. There is now one vacant unit (2022), but historically this centre has been fully occupied. The Ham Close development which now has planning permission, could increase spending available to support this and other nearby centres.</p> <p>Assessing a centre's position in the hierarchy, is not merely a question of size and this vitally important parade warrants its position in the hierarchy.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>Fulwell</p>	<p>This small centre comprises a row of 11 units at the junction of Hampton Rd/Wellington Rd/ Sixth Cross Rd and South Rd with a public house opposite. To the south of the retail frontage the following are located: Squires Garden Centre, Lidl store, VW Garage, Fulwell Bus Station and the Fire Station.</p> <p>The parade includes branded provision in the form of a Co-op and has several businesses which are useful to the community including take away, café, restaurant, hairdresser and barber.</p> <p>In 2022, Fulwell's all-frontage vacancy rate dropped to 16.7% (2 units) but is still above the average vacancy rate for local parades. This may result from the effect of successive lockdowns and will require close monitoring.</p> <p>Fulwell serves households which are categorised as in "urban adversity" (ACORN classification) which corresponds with an area identified as relatively disadvantaged. There is a very small overlap between this area and a gap in provision which also coincides with poor transport accessibility.</p> <p>The centre fills a gap in provision between Hospital Bridge Rd and Stanley Road centres, albeit that the opening of the nearby Lidl store has increased shopping provision in the area considerably. The Site Allocation (Fulwell Bus Garage) includes residential as a possible use which may help to support this centre.</p> <p>Its role in meeting need, particularly for disadvantaged communities, is recognised and warrants its designation as an Important Local Parade.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>



<p>Ham Street/ Back Lane</p>	<p>This parade, along with the smaller parade to the west on Ashburnham Road is very important in providing shopping and services to communities who live in a gap in convenience provision, those who are identified as 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. The Ham Close development which now has planning permission, could increase spending available to support this and the other nearby centres. With four vacant units, 2 of which are long term vacancies, the vacancy rate is higher than other parades in this tier in the hierarchy. However, the role of this centre is critical in meeting the needs of local residents and it is important that this parade thrives and remains viable.</p>		<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>Hampton Nursery Lands</p>	<p>This centre is built around a 1970s neighbourhood J Sainsburys store, the area being largely dependent on it being open for shopping. It is the only neighbourhood sized superstore in this part of the borough. It is one of the few centres in the borough which does not have an overlapping 400m buffer with another centre. There are several areas beyond the 400 metre buffer which also rely on this centre defined as gaps in provision. These gaps in provision would be much larger to the south and north if the isolated convenience stores on Percy Road and Dean Road were to close. Hampton Nursery Lands serves two areas identified as being relatively disadvantaged in the borough according to the Index of Multiple Deprivation 2019. The importance of this parade in providing shopping is particularly clear, in meeting a gap in provision on almost all sides (excluding Fulwell golf course) providing for communities living in areas considered as relative disadvantaged in a borough context<sup>9</sup> and with poor public transport accessibility. This parade has been consistently fully occupied. Its role and location warrant its inclusion as an Important Local Parade in the hierarchy.</p>		<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>Hospital Bridge Road</p>	<p>This is a small parade of shops which consists of only 5 units. However, the importance of this parade in providing shopping is particularly clear, its meeting a gap in provision on almost all sides (excluding Fulwell golf course) providing for communities living in area considered a relative disadvantage in the borough and with a PTAL rating of 2 or below. This parade has been consistently fully occupied. All units are occupied with convenience shopping bar one which provides a take-away facility. Its role and location warrant its inclusion as an Important Local Parade in the hierarchy.</p>		<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>

<p>Kew Green</p>	<p>Kew Green is an attractive parade with several listed buildings and Buildings of Townscape Merit adjacent the picturesque Kew &amp; Mortlake Greens. This small parade provides top-up shopping and limited services for the surrounding population, particularly to the north of the larger local centre – Kew Gardens. It is a gateway for those visiting the RBG Kew via the Elizabeth Gate. Kew Green has a number of restaurants/cafes and pubs which are likely to serve both locals and tourists to Kew Gardens and the GTech (Brentford) Community Stadium. It also has a small range of services including a drycleaners and beautician as well as comparison retailers including a book shop, gallery &amp; antiques. In total it has 18 commercial units. Its 2022 vacancy rate of just 5.3% is low. It is located in a bend in the river, the local area having a relatively low PTAL rating of 3/4. It does partly serve an area which is located to the east (Kew Riverside) more than 400 metres from the M&amp;S food hall in Kew Retail Park.</p>	 <p>A detailed land use map of Kew Green showing various commercial and residential units. The map includes a legend with categories such as 'Main Centre - and the Green 2022', 'Secondary Shopping Parades', and 'Local Centre'. Key locations like 'Kew Green', 'Kew Riverside', and 'Kew Gardens' are labeled.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>Kew Road</p>	<p>Kew Road is numerically one of the larger parades. It functions both as a local facility and has a large agglomeration of restaurants. The shopping offer is limited, although the Tesco Express in the former Café Matthiae has improved provision and there are a mix of uses including social infrastructure, education and employment uses within the centre or nearby. It does not have a discreet catchment and the parade is highly accessible being so close to well-connected Richmond town centre. The Richmond Royal hospital has been partly converted to residential use which may help to support the centre. Therefore, despite its size it does not warrant being promoted in the hierarchy to a neighbourhood centre, but nevertheless serves as useful local provision.</p>	 <p>A detailed land use map of Kew Road showing various commercial and residential units. The map includes a legend with categories such as 'Main Centre - and the Green 2022', 'Secondary Shopping Parades', and 'Local Centre'. Key locations like 'Kew Road', 'Tesco Express', and 'Richmond Royal Hospital' are labeled.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>Lower Mortlake Road</p>	<p>This parade is comprised of 21 units and provides local convenience shopping opportunities. Its 400 metre buffer (considered reasonable walking distance) overlaps with other nearby centres and the J Sainsbury superstore at Manor Road. It has a good range of essential services which can only be provided in-person as well as other town centre uses including a Premier Inn and some comparison shopping – including bathroom and kitchen retailers. There are several large office buildings in the vicinity which are likely to help to support the centre as well as nearby Site Allocations which could increase the local population. Its size and function warrant the centre's designation in the centre hierarchy as an Important Local Parade.</p>	 <p>An overview map of Lower Mortlake Road, Richmond, showing the surrounding area and various land use zones. The map includes a legend with categories such as 'Main Centre - and the Green 2022', 'Secondary Shopping Parades', and 'Local Centre'. Key locations like 'Lower Mortlake Road', 'Manor Road', and 'Premier Inn' are labeled.</p>	<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>

<p>Nelson Road, Twickenham</p>	<p>A small parade of 11 units, plugging a gap in provision between the larger centres of Heathside and Whitton. It, along with other centres and stand-alone facilities, meet local top-up needs and it provides in-person services.</p> <p>It serves one of the most disadvantaged areas in the borough according to the 2019 Index of Multiple Deprivation. Public transport accessibility is relatively poor. Nelson Road has a discreet catchment (400 metre buffer). It is therefore vital to meet local needs.</p> <p>Although a small parade Nelson Road’s contribution to serving the local population is critical and warrants therefore inclusion as an Important Local Parade.</p>		<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>St Margarets Road</p>	<p>This parade is very small and technically provides only 1 of the 9 essential shops. However, the newsagents/off licence function is met by the two convenience stores. The parade also has a GP practice, a chiropodist/physiotherapist, a restaurant and take away and is therefore providing valuable local services. It is serving communities which are not particularly accessible, partly because of the barrier of the river. It meets a local need (potentially also for Hounslow residents) and serves those in an area identified as being a gap in convenience provision.</p> <p>With an Article 4 Direction in place to restrict permitted development rights for change of use to residential and bearing in mind its role in providing local facilities which support the Council’s ambition to promote Living Locally, it warrants continued designation as an Important Local Parade.</p>		<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>Sandycombe Road, Kew</p>	<p>Sandycombe Road is split into 3 sections and in total is comprised of 37 units which makes it one of the larger parades in terms of absolute numbers. Its essential convenience shopping function is limited (4 out of the 6 convenience outlets being florists). However, there is a reasonable range of service provision including a dentist and physio/osteopaths, hairdresser and beauty salon and a community centre nearby. Its scale and function therefore warrants retention in the hierarchy as an Important Local Parade.</p>		<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>

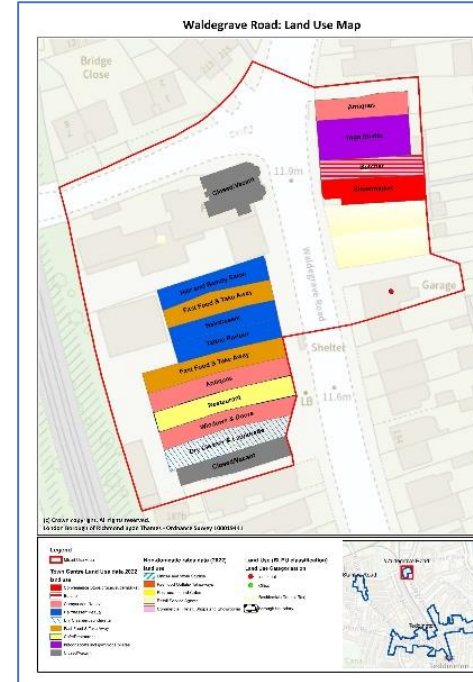
<p>Strawberry Hill</p>	<p>A small, attractive centre serving a distinct community to the south of Twickenham. It has a BR station on the London Loop to Waterloo. Despite this the centre is located within PTAL 2 (6 indicating high accessibility &amp; 0 indicating low accessibility) and serves some areas with very poor accessibility of 1a. Its currently has no vacant units (2022) and this is typical in recent years. The centre has 14 commercial units and a very good range of shops and facilities. This parade, along with Waldegrave Road, serves a community to the east of the centre bounded by the River Thames.</p> <p>Its position in the hierarchy is warranted.</p>		<ul style="list-style-type: none"> <li>• No change to hierarchy</li> <li>• Proposed Local Centre Boundary</li> </ul>
<p>Twickenham Green</p>	<p>Twickenham Green is a vibrant centre running along the northern side of the Green and extending beyond along Staines Road. It is the largest, in terms of number of outlets, of the local parades - with 39 commercial units/ community uses. The parade has an improved convenience offer since the hierarchy was devised, in the form of a Sainsburys Local in a triple unit. The centre has numerous employment opportunities in the vicinity including established business and industrial parks. There are several cafes and restaurants which may in part be sustained by this daytime population. Bearing in mind the scale, function and improved convenience shopping provision in this parade it is proposed to recategorise Twickenham Green as a neighbourhood centre in the Regulation 19 Plan. Its characteristics are similar to other neighbourhood centres, such as Stanley Road.</p>		<ul style="list-style-type: none"> <li>• Change to hierarchy – Recategorise parade as a neighbourhood centre</li> <li>• Proposed Local Centre Boundary</li> </ul>

Waldegrave Road  
Teddington

Waldegrave Road parade fills a gap in provision to the northwest of Teddington district centre. Public transport accessibility is generally low within its catchment. It provides some top-up shopping, mostly Bill's Food & Wine: convenience/newsagent/ off licence, is one of the few centres with a family butcher and also provides essential services including a launderette. There is also an Italian restaurant and a couple of take aways.

The Waldegrave Arms is currently closed, although advertisement consent has been sought for a cocktail bar. The seemingly high vacancy rate translates as 2 vacant units post pandemic - not unusual for the centre.

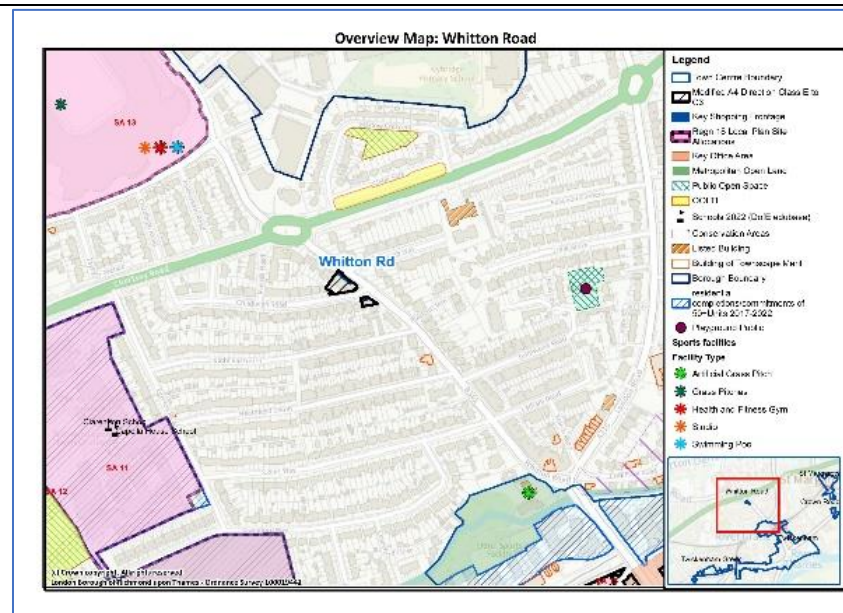
This parade is serving an important role in meeting residents' immediate needs.



- No change to hierarchy
- Proposed Local Centre Boundary

Whitton Road

A small parade just south of the A316. This has some essential provision and also provides for supporters on rugby days. It partly provides for communities living in a gap in provision. It may contribute to providing for communities to the north in London Borough of Hounslow, although there are larger facilities available more locally.



- No change to hierarchy
- Proposed Local Centre Boundary

## Proposed Centre Hierarchy

Type of Centre	Name of Centre
Town Centres	Richmond Twickenham Teddington East Sheen Whitton
Local centres	Barnes (High Street & Church Road) East Twickenham Hampton Hill Hampton Village Ham Parade Kew Gardens St Margarets
Neighbourhood centres	Castelnau Friars Stile Road Hampton Wick Heathside (Powder Mill Lane) Sheen Road Kingston Road (Teddington) Stanley Road (Teddington) Twickenham Green White Hart Lane (Barnes/Mortlake)
Important Local Parades	Ashburnham Road Fulwell Ham Street/Back Lane Hampton Nursery Lands Hospital Bridge Road Kew Green Kew Road Lower Mortlake Road Nelson Road St Margarets Road (parade to the north of A316) Sandycombe Road (Kew) Strawberry Hill Waldegrave Road Whitton Road

## 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](https://www.richmond.gov.uk/media/28086/retail_and_leisure_study_phase_2.pdf) including Richmond upon Thames Retail and Leisure Study Phase 2 2023  
[https://www.richmond.gov.uk/media/28086/retail\\_and\\_leisure\\_study\\_phase\\_2.pdf](https://www.richmond.gov.uk/media/28086/retail_and_leisure_study_phase_2.pdf)
3. [Publication Local Plan \(Regulation 19 Plan\) Draft Local Plan - London Borough of Richmond upon Thames](https://www.richmond.gov.uk/media/28085/assessment_of_borough_centres.pdf)
4. SSA, Assessment of Borough Centres in London Borough of Richmond upon Thames 2023  
[https://www.richmond.gov.uk/media/28085/assessment\\_of\\_borough\\_centres.pdf](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)

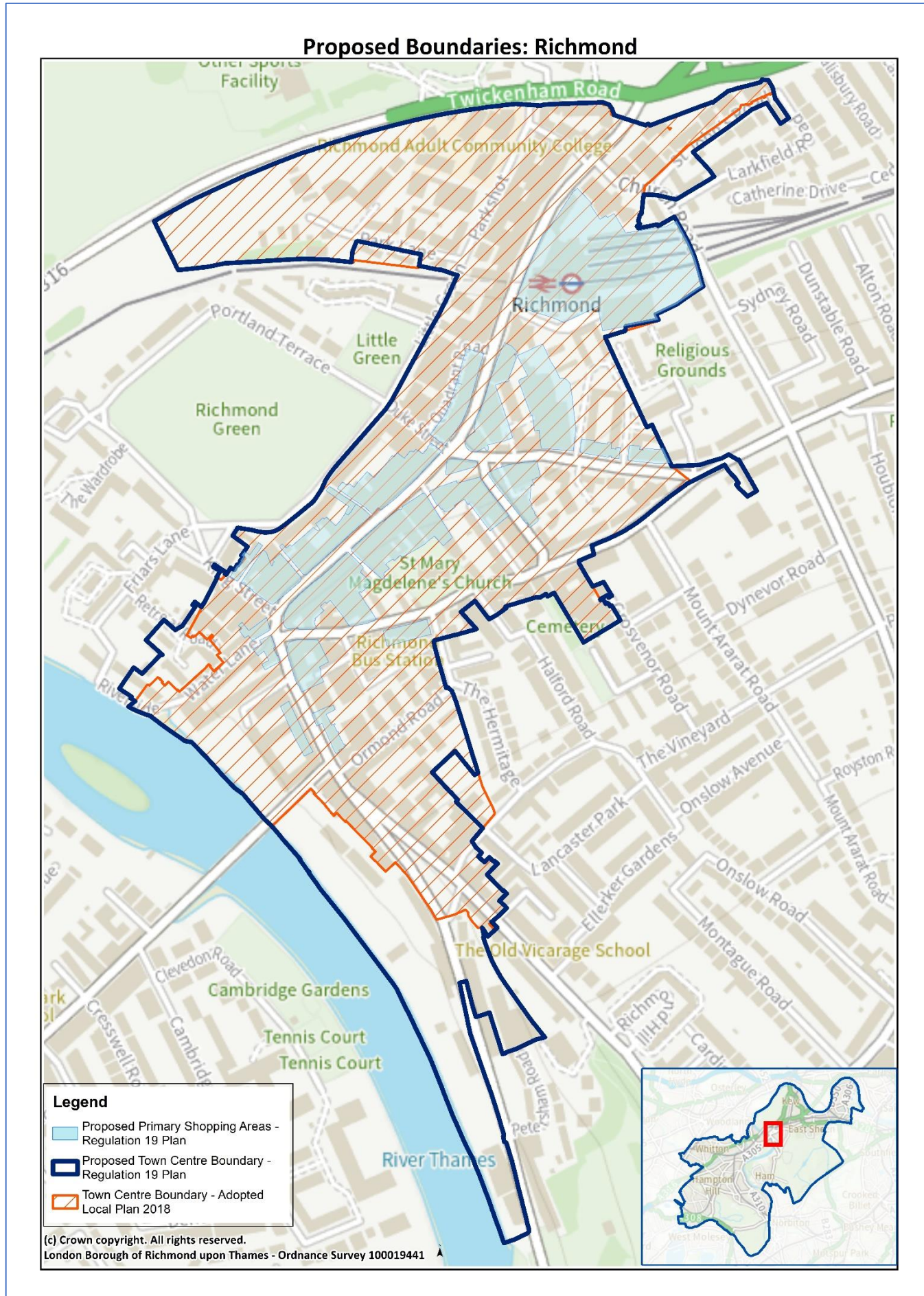


21. [licensing\\_policy\\_january\\_2022.pdf \(richmond.gov.uk\)](#)
22. [Reported at LBRuT Finance & Resources Committee 15 September 2022](#)
23. [Reported at LBRuT Finance & Resources Committee 28 February 2023.](#)
24. [Agenda for Council on Thursday, 27 April 2023, 7.00 pm - London Borough of Richmond upon Thames](#)

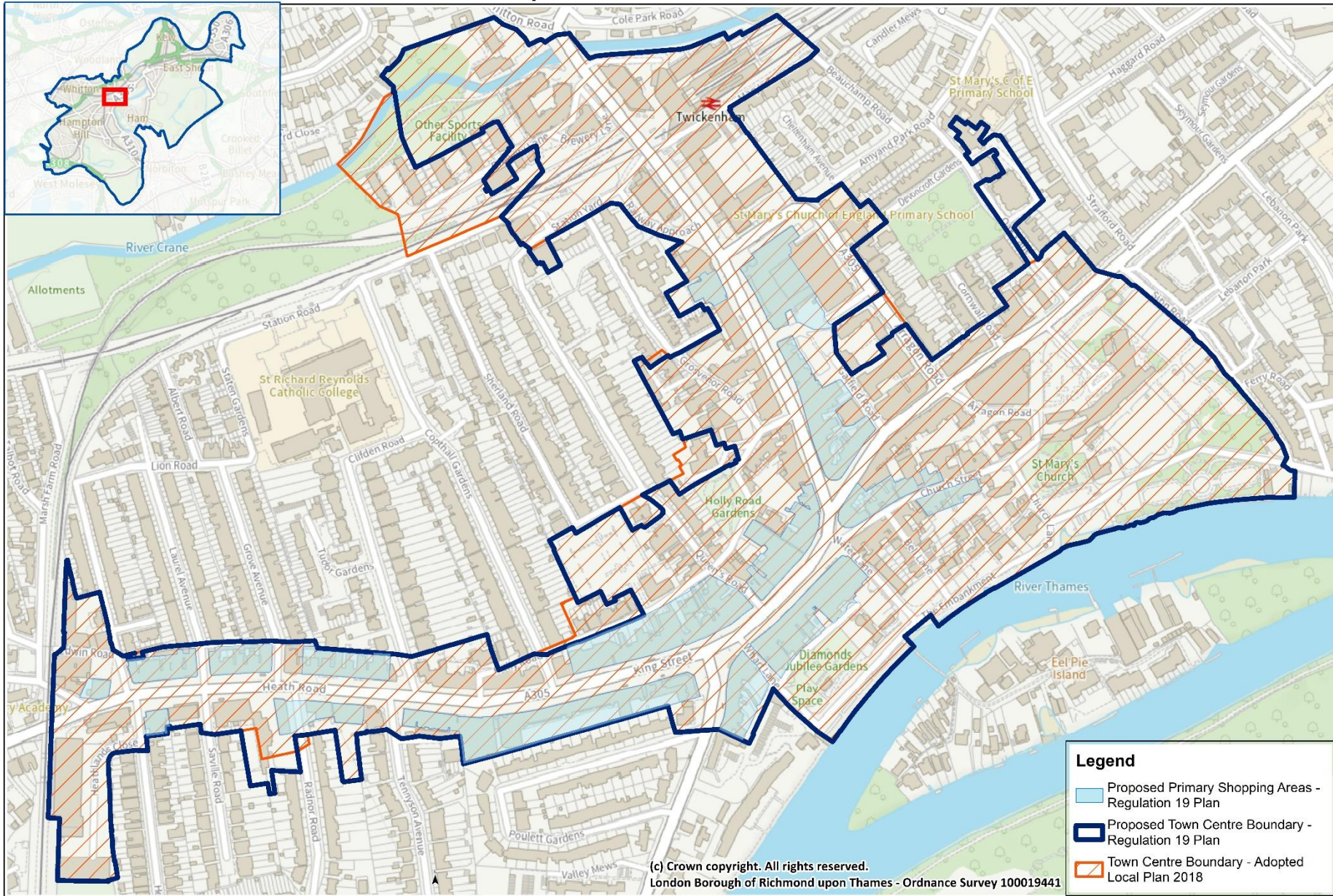
[https://www.richmond.gov.uk/services/planning/conservation\\_and\\_urban\\_design/conservation\\_areas/conservation\\_area\\_study](https://www.richmond.gov.uk/services/planning/conservation_and_urban_design/conservation_areas/conservation_area_study)

# Appendix 1:

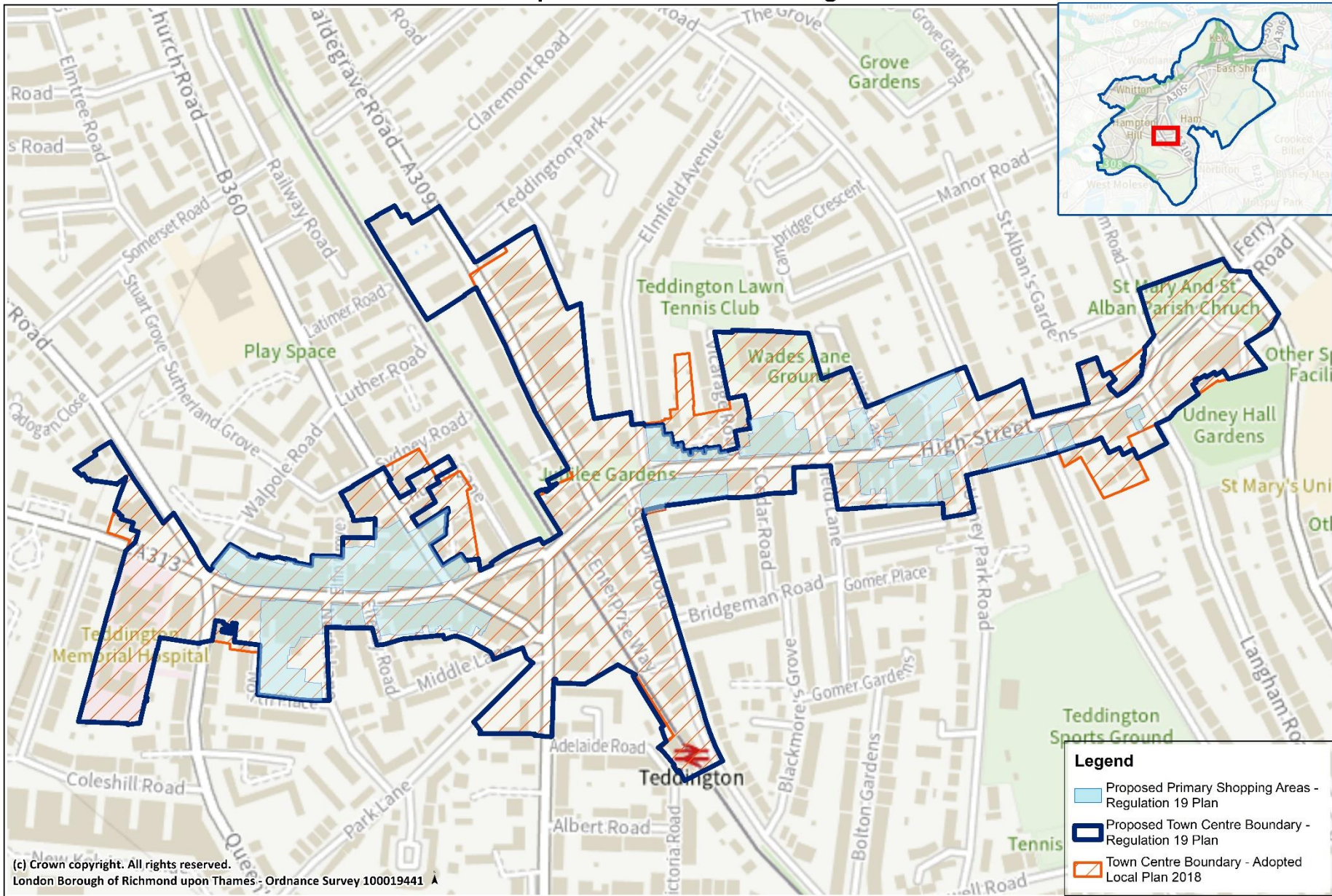
## Maps of Proposed Town Centre Boundaries and Primary Shopping Areas



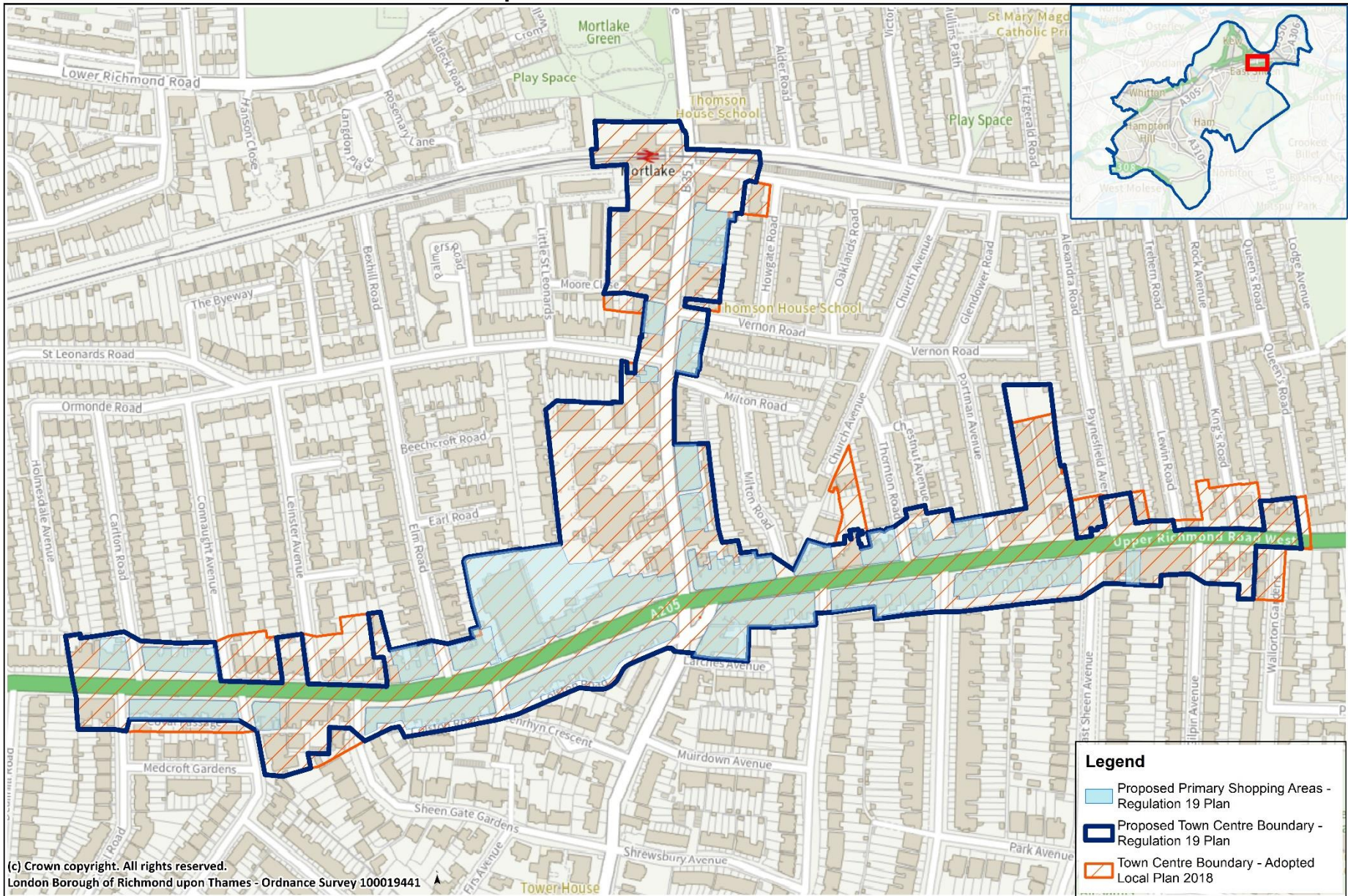
### Proposed Boundaries: Twickenham



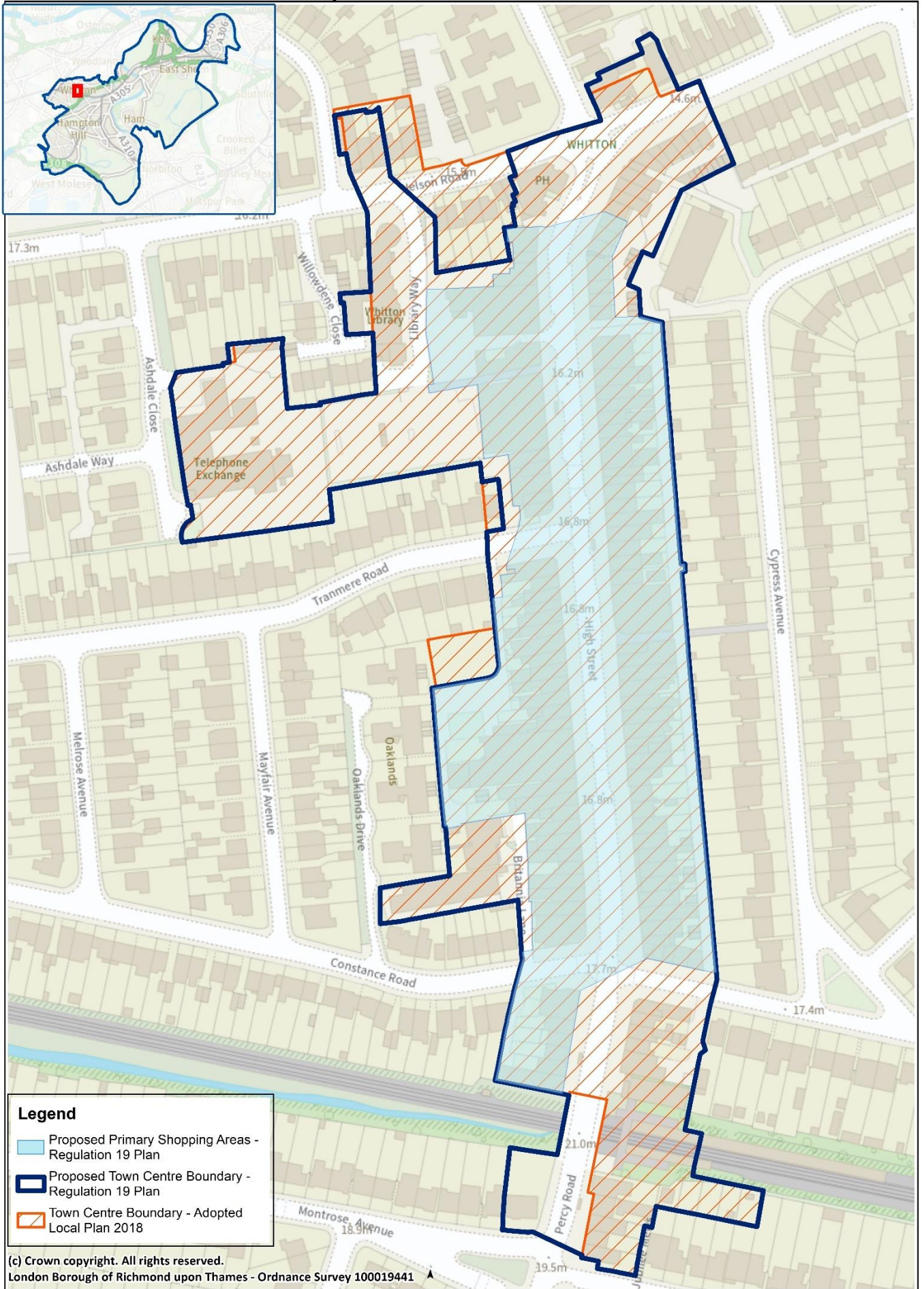
### Proposed Boundaries: Teddington



### Proposed Boundaries: East Sheen



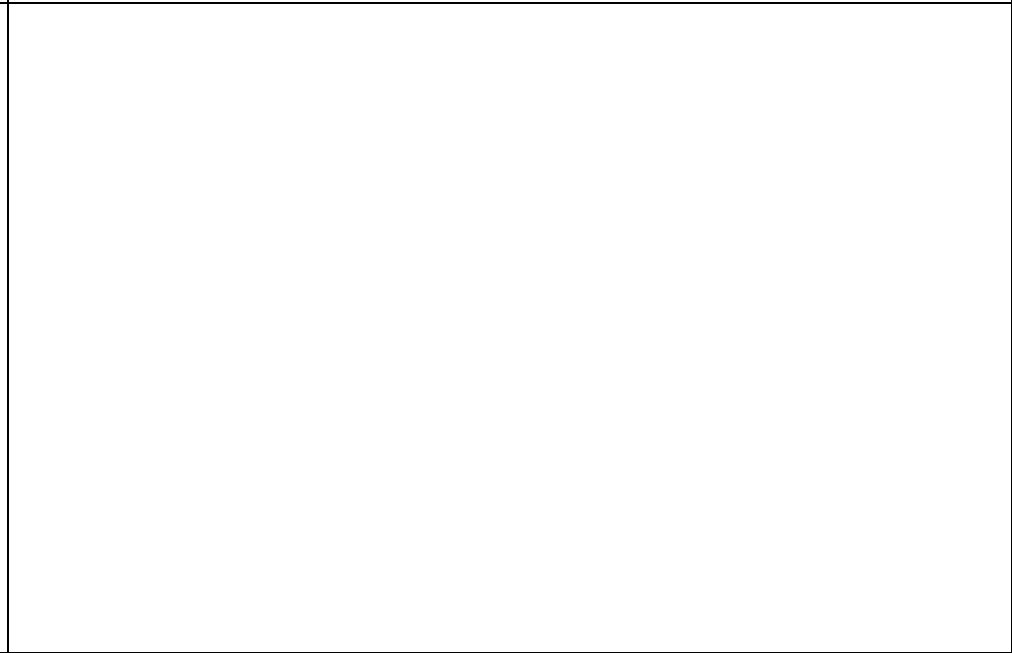
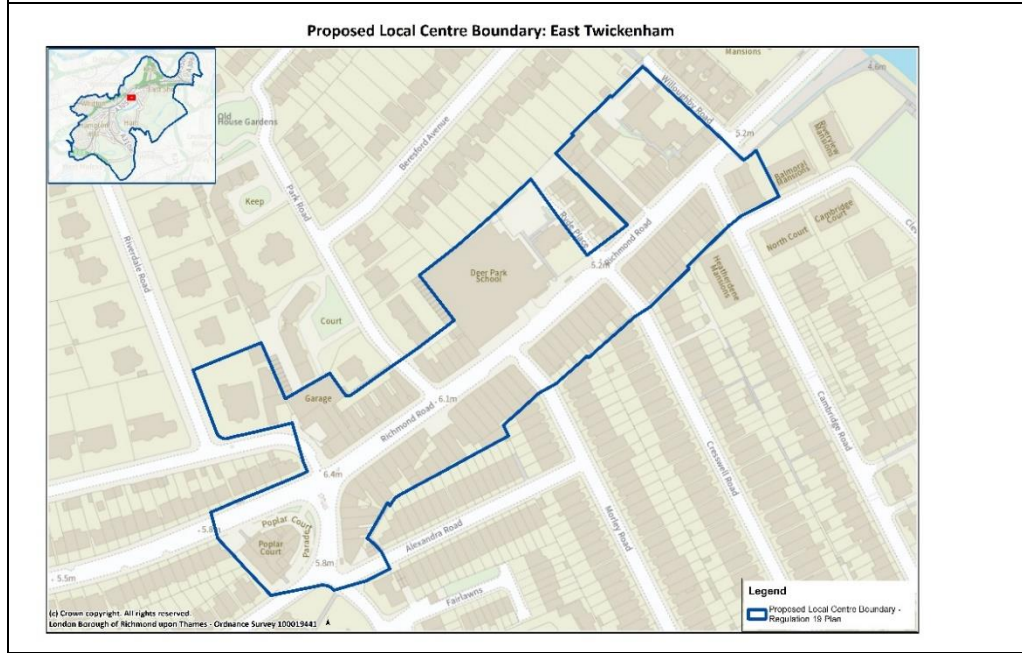
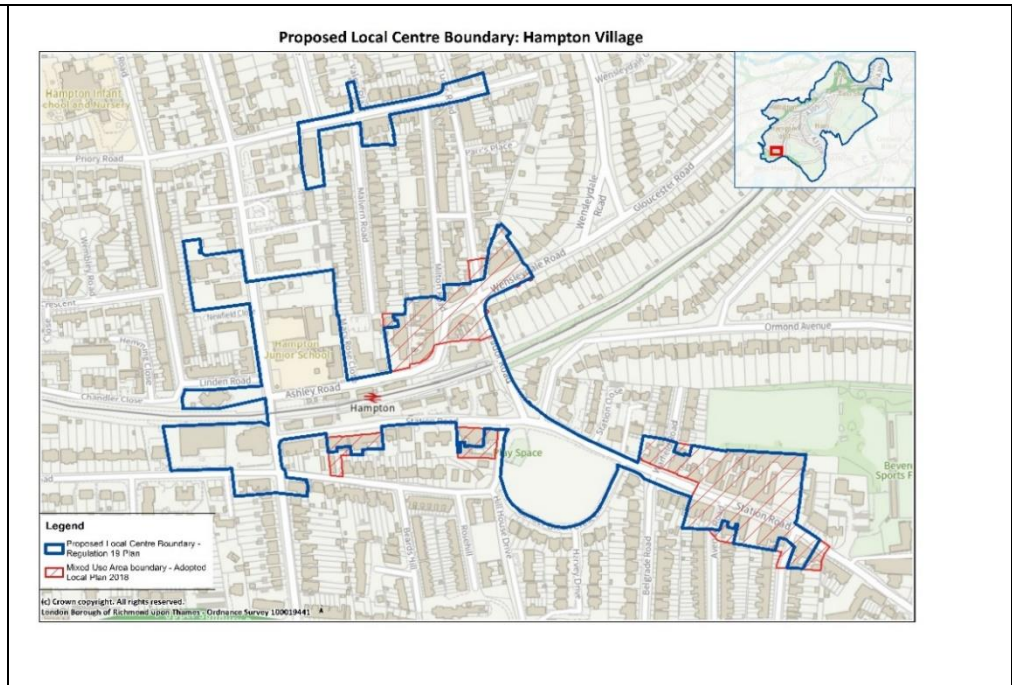
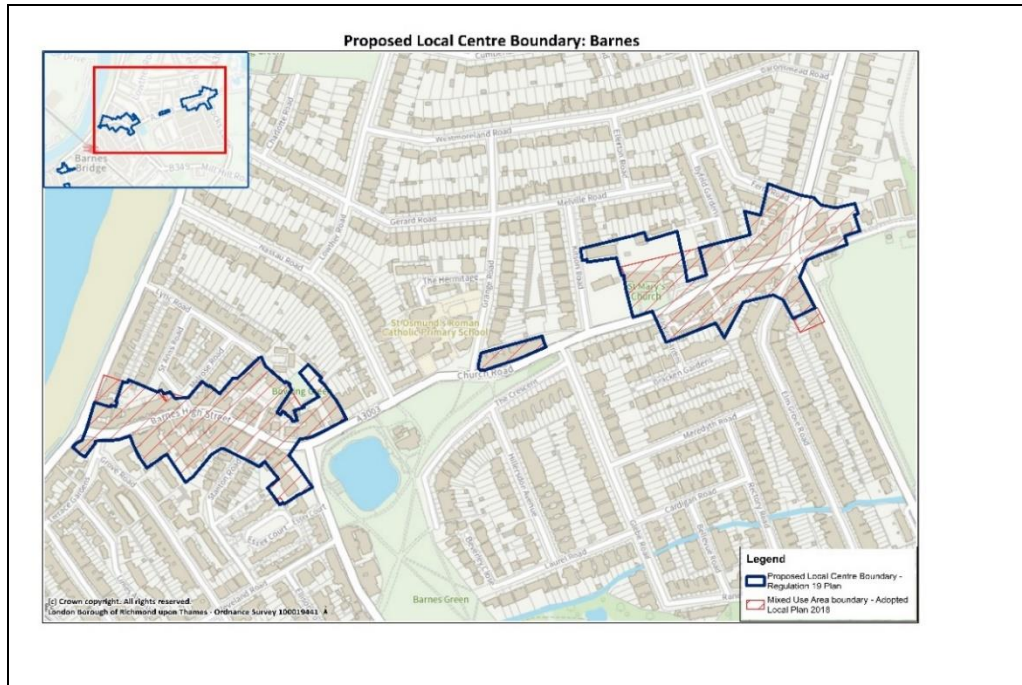
### Proposed Boundaries: Whitton



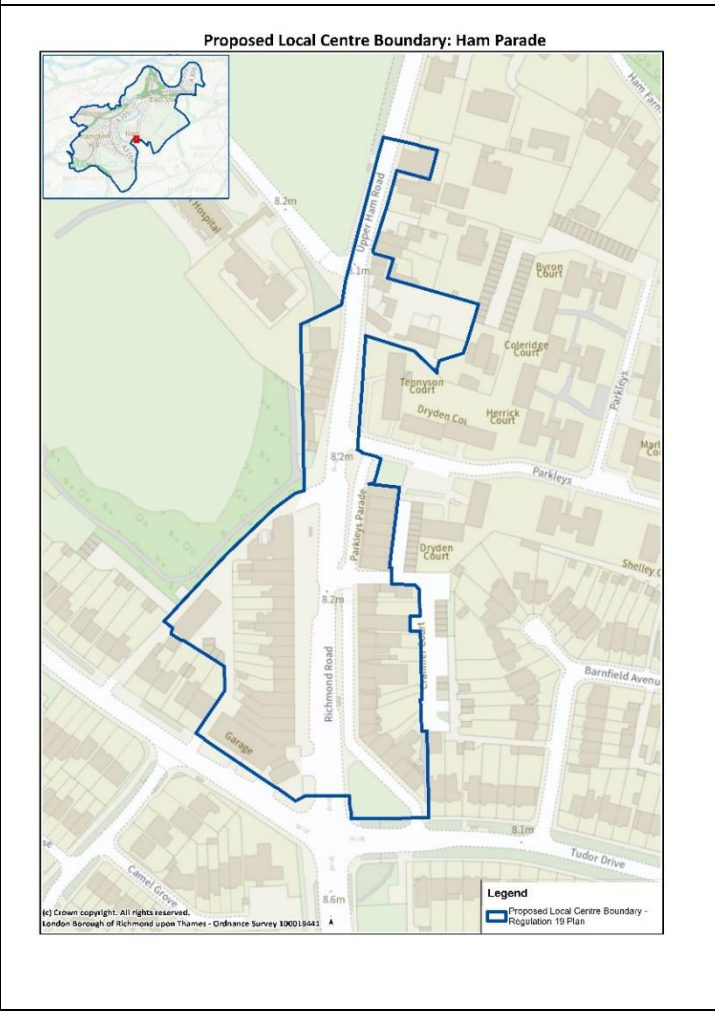
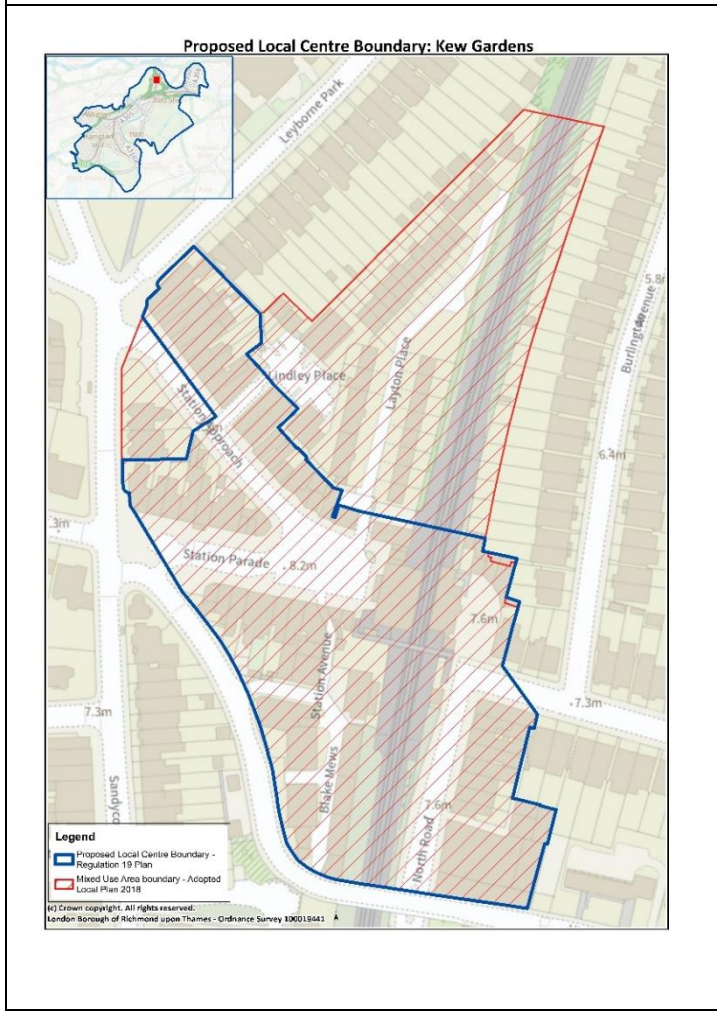
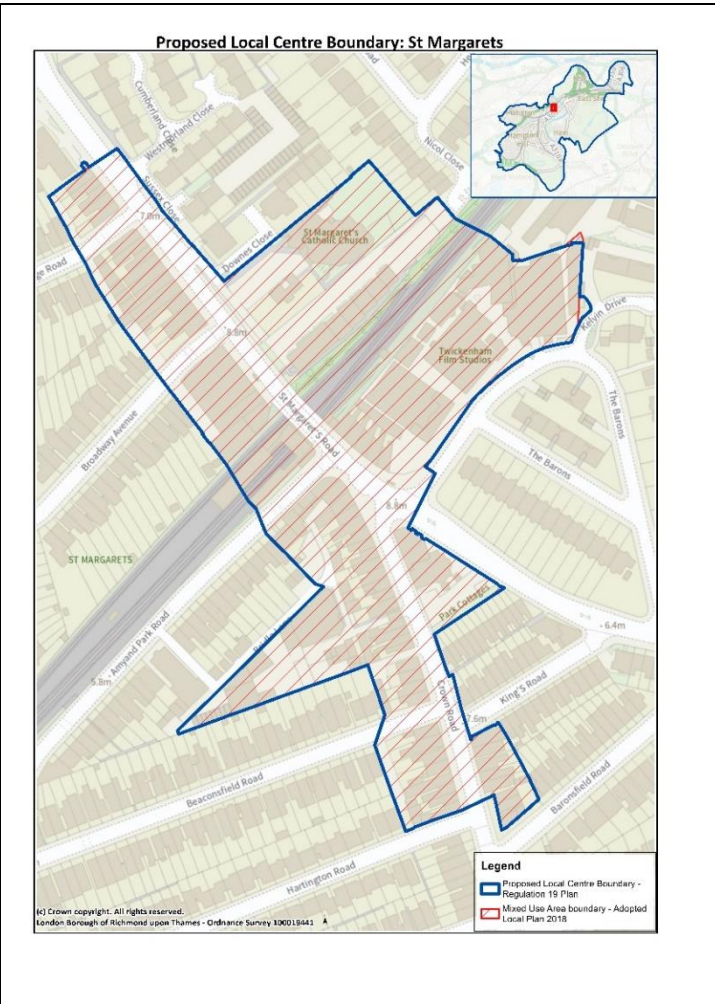
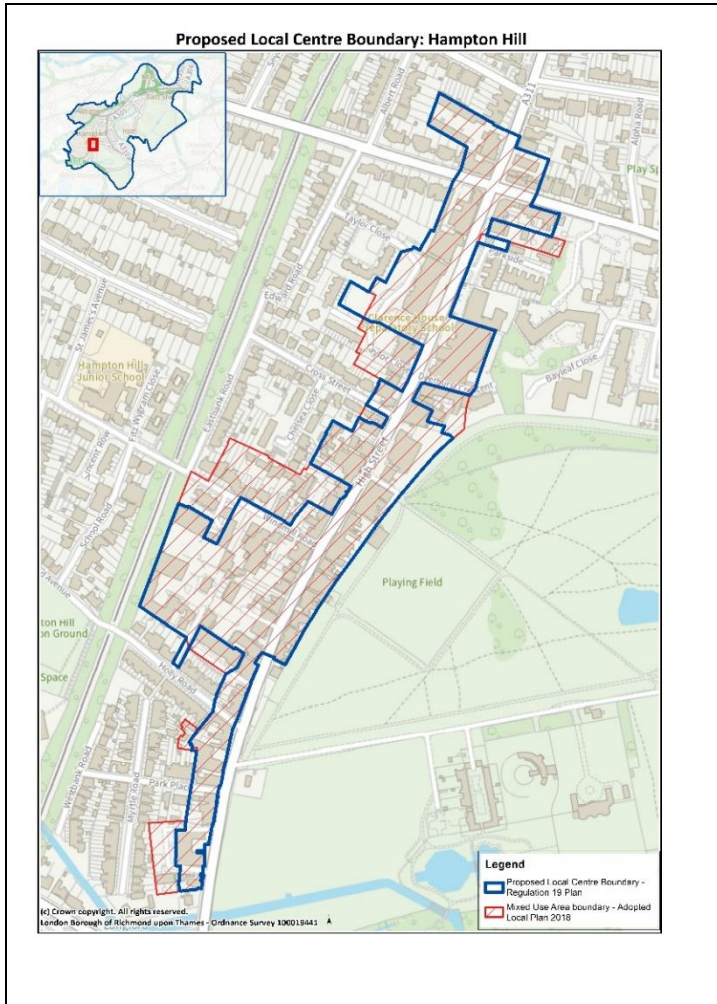
## **Appendix 2:**

### **Maps of Proposed Local Centre Boundaries**

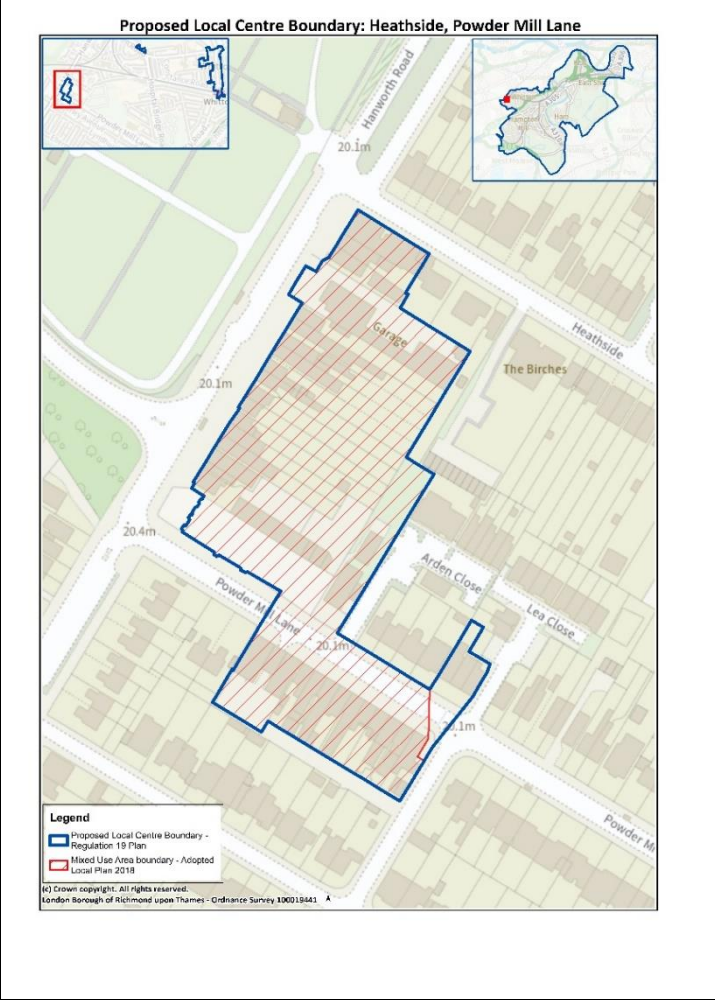
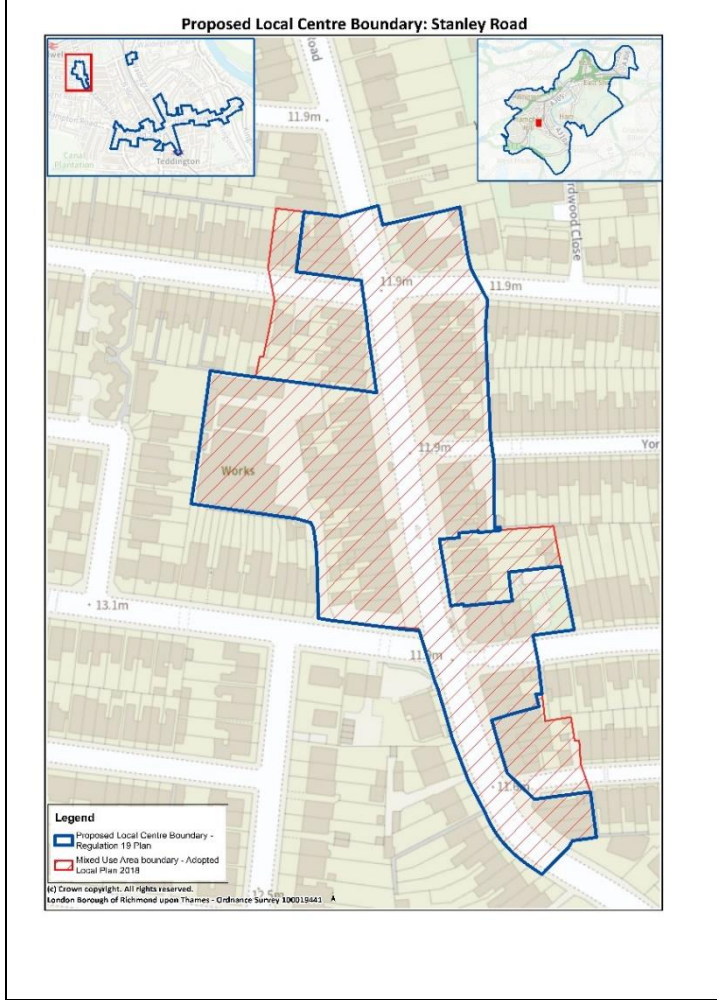
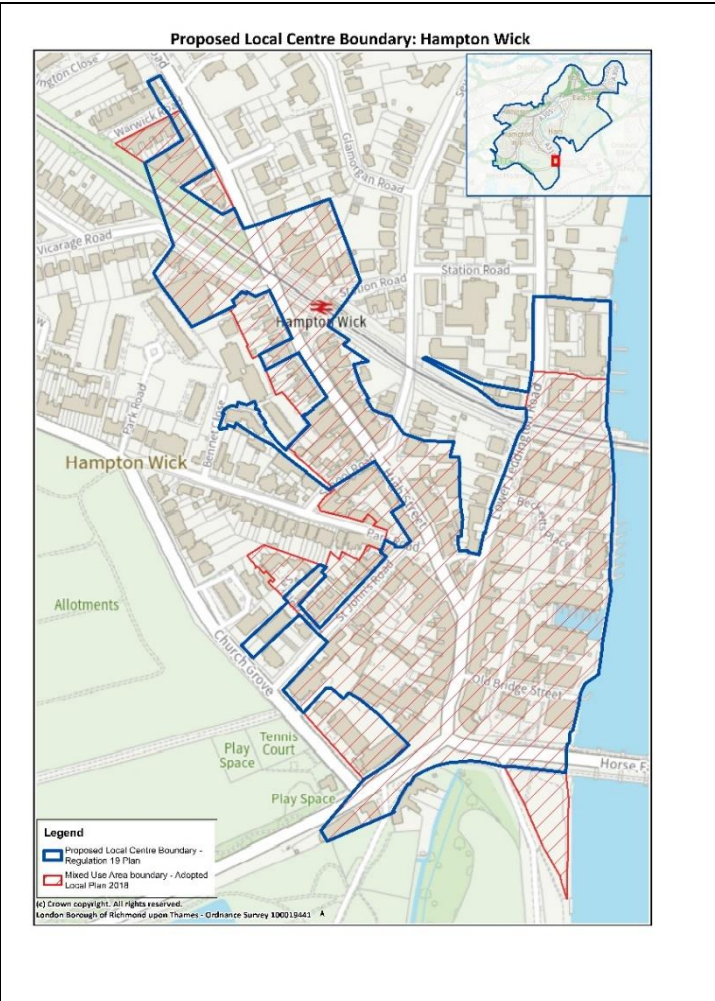
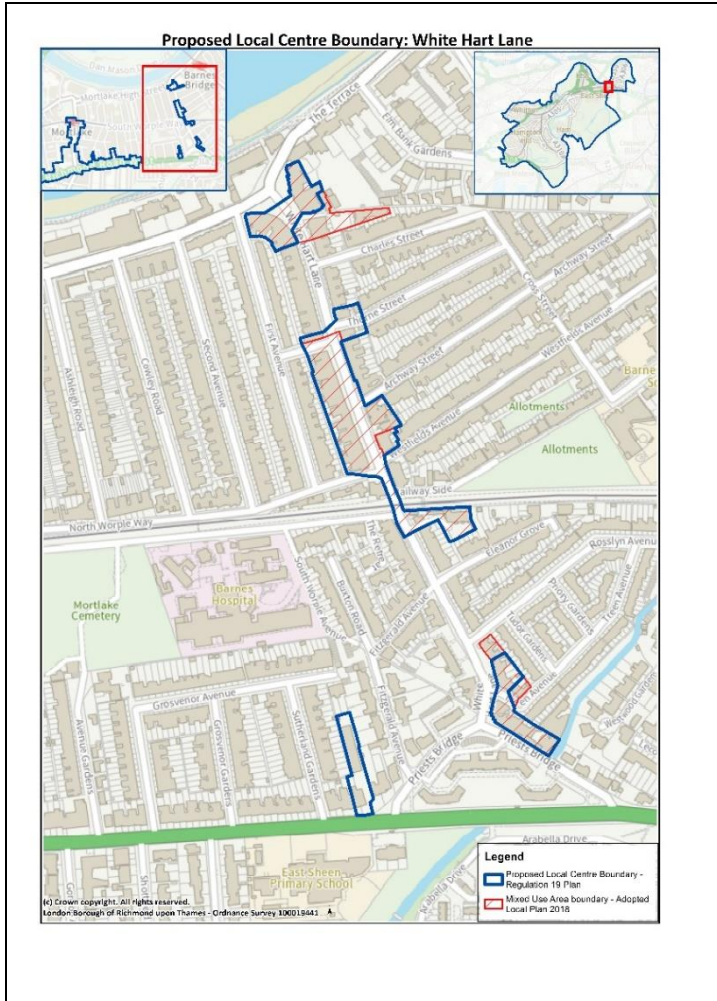
Local Centres

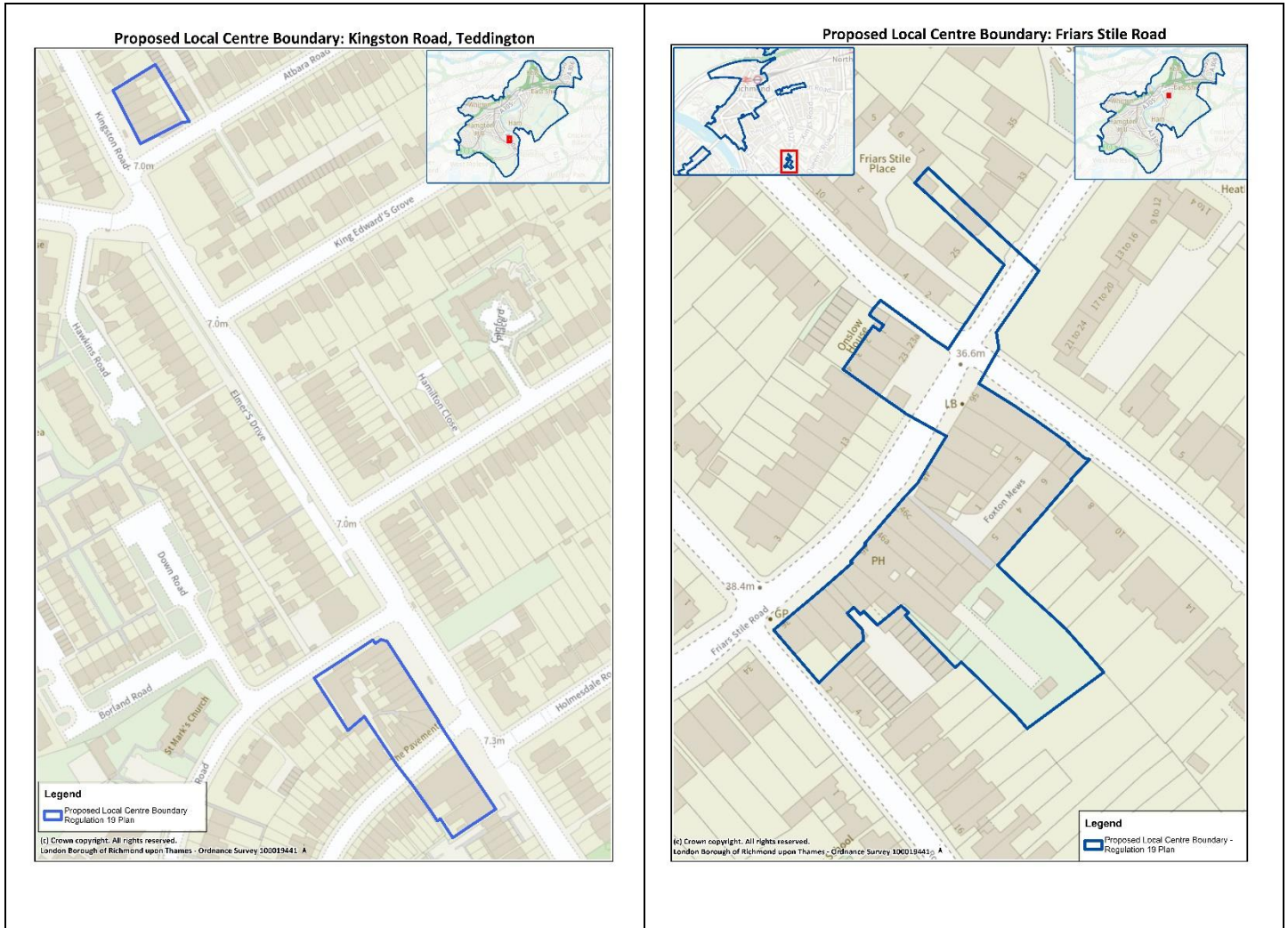


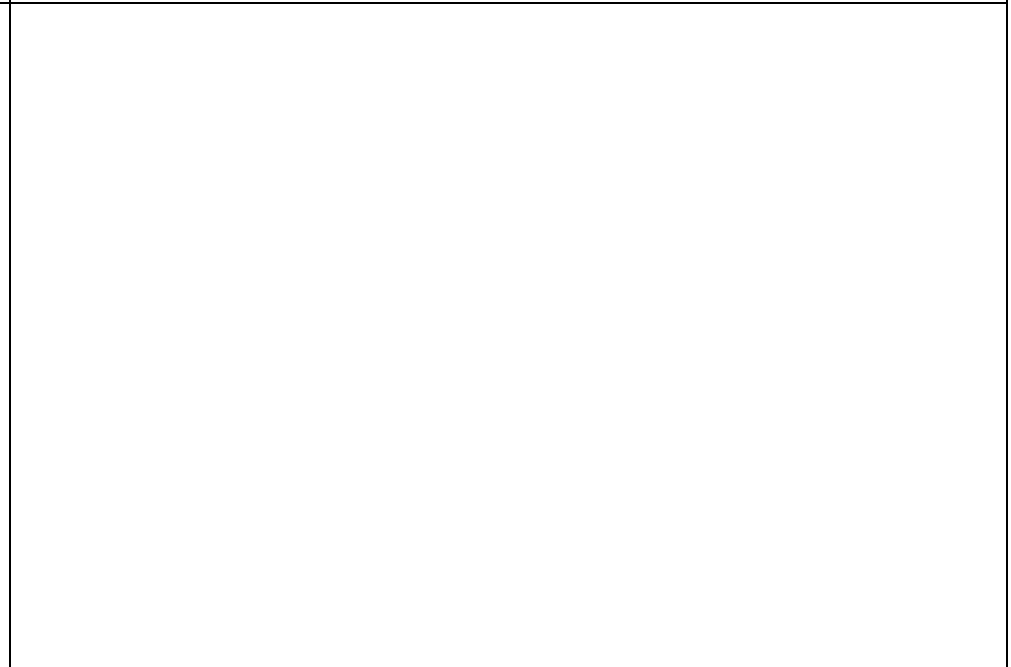
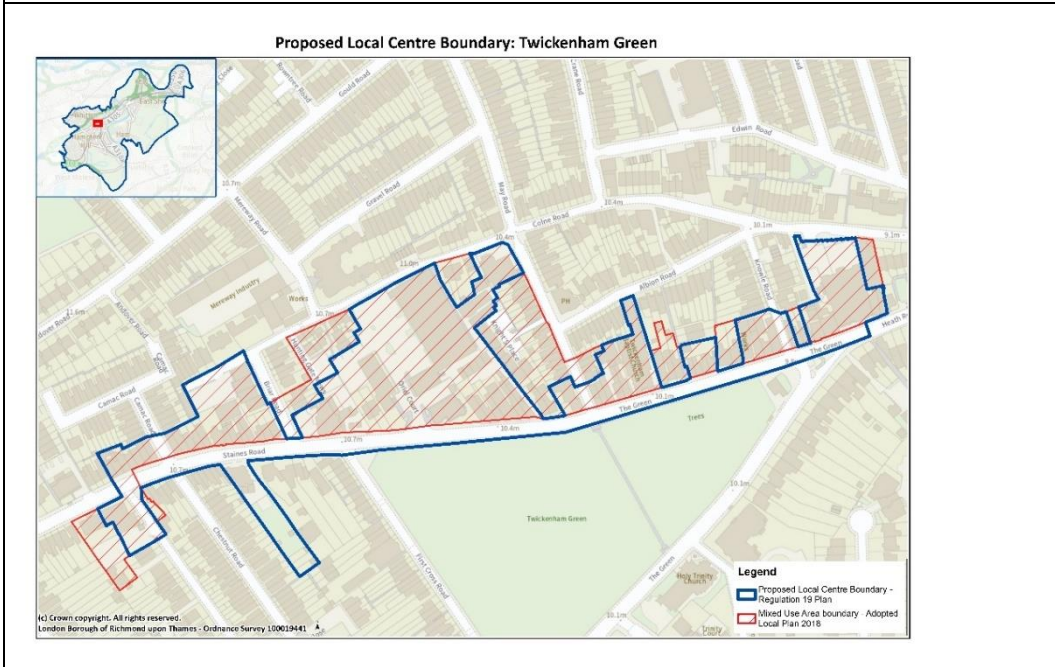
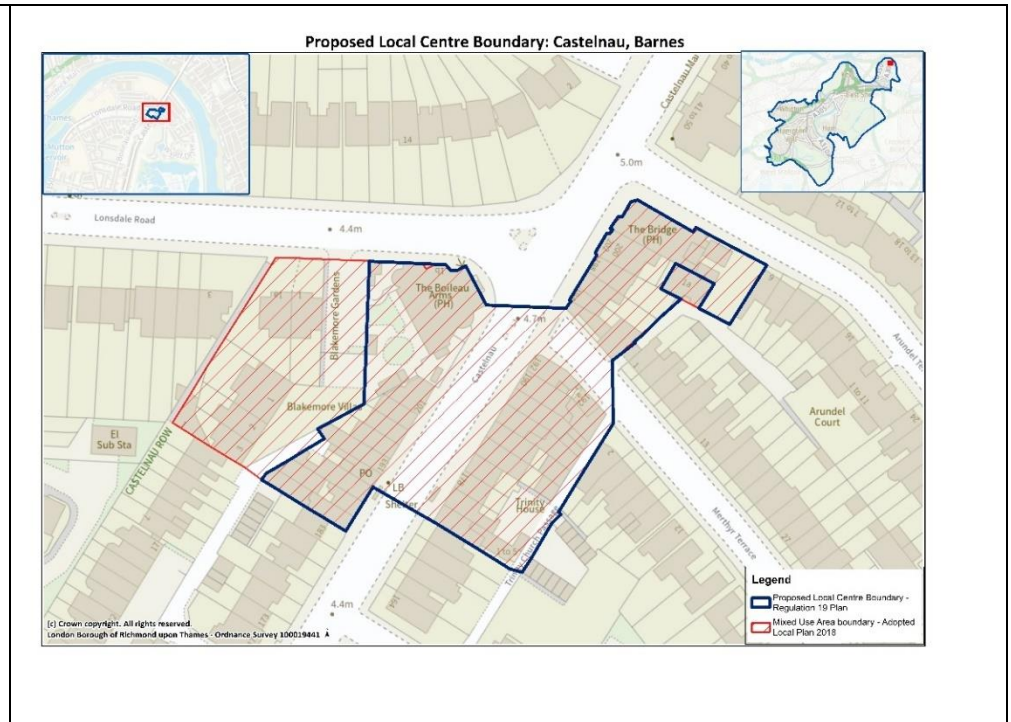
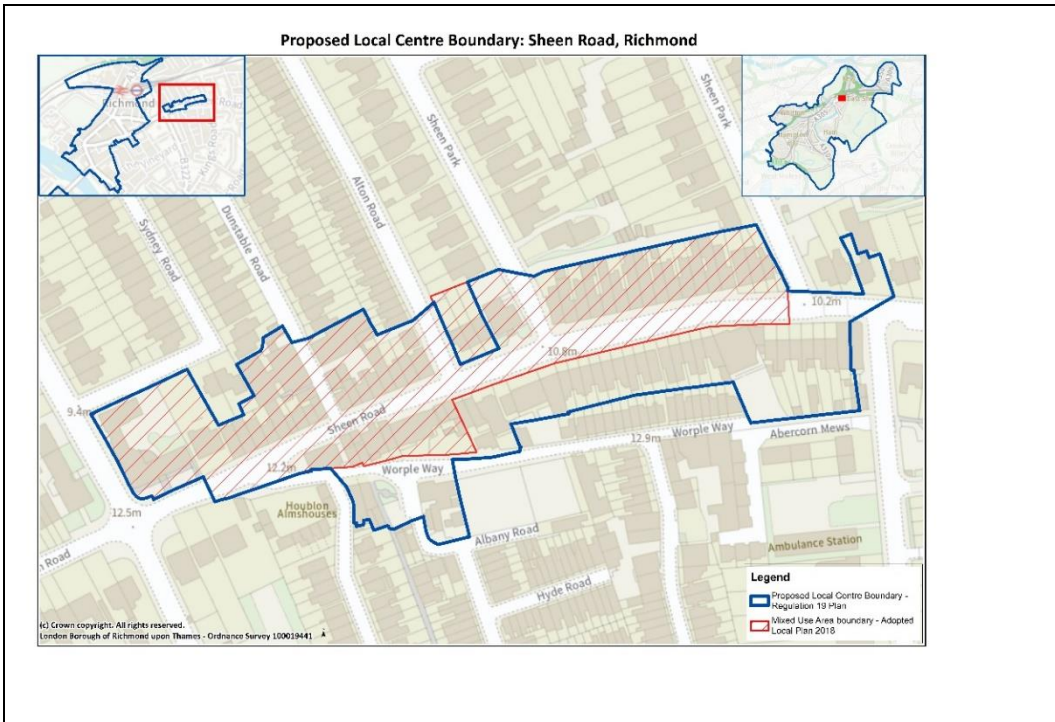




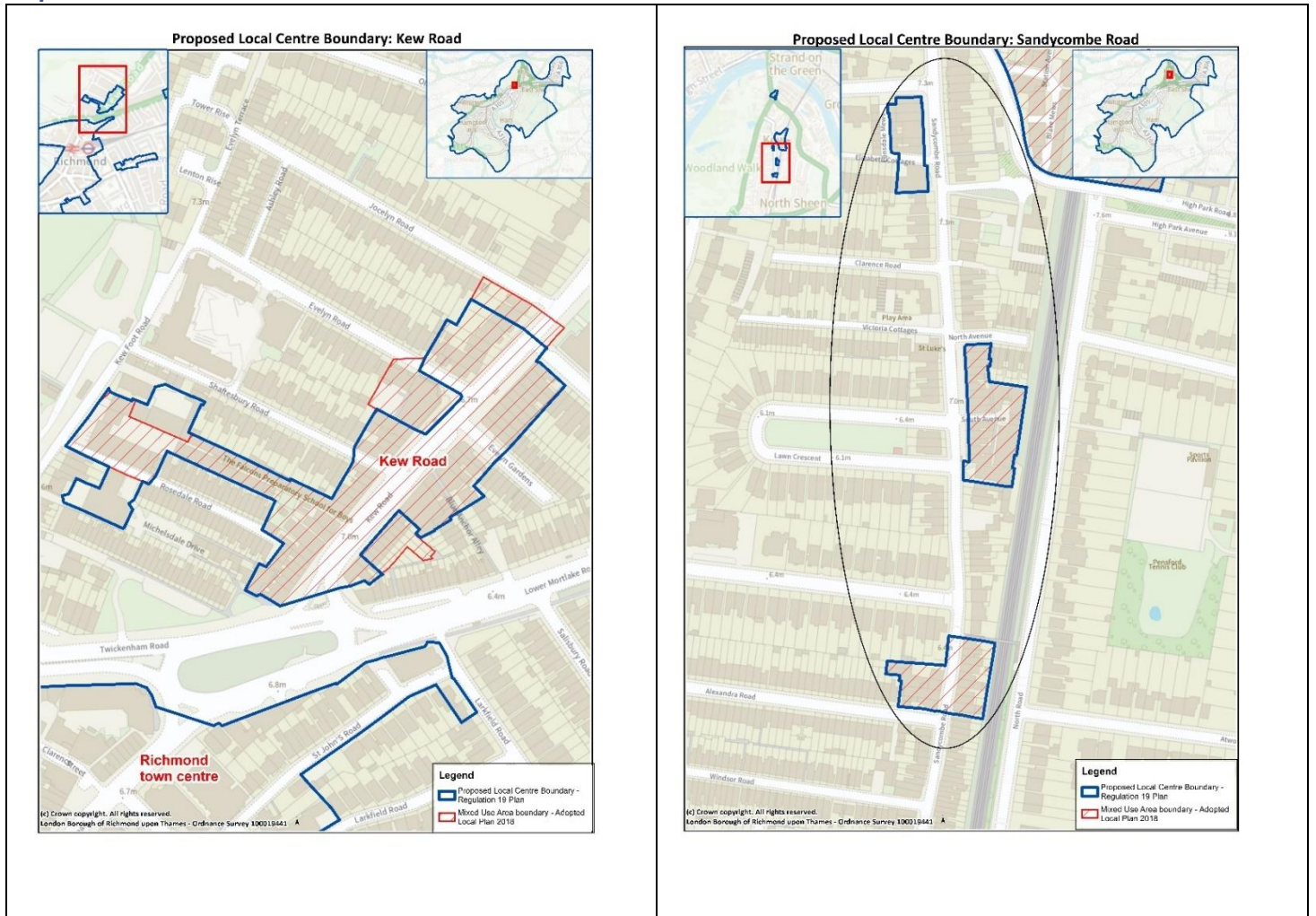
Neighbourhood centres





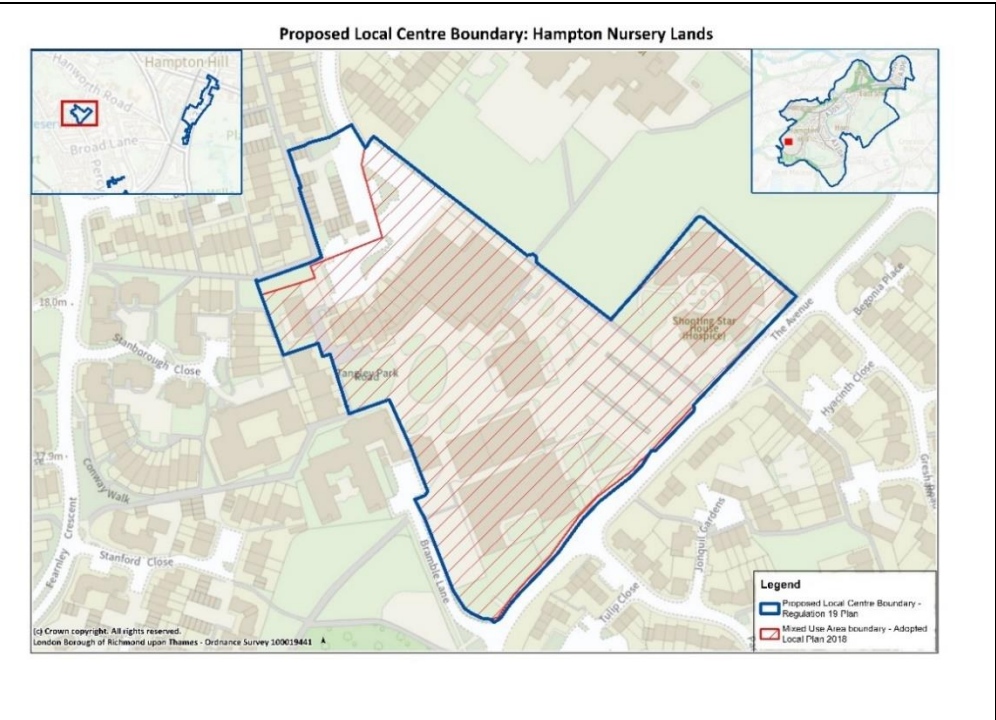
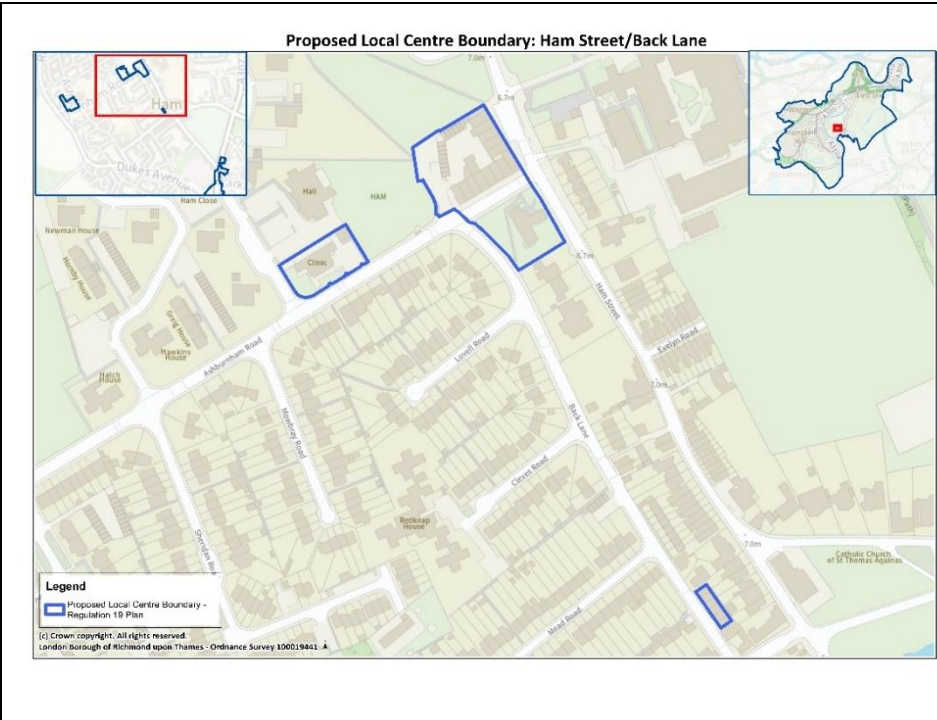


### Important Local Parades











Proposed Local Centre Boundary: Hospital Bridge Road



Proposed Local Centre Boundary: Lower Mortlake Road, Richmond

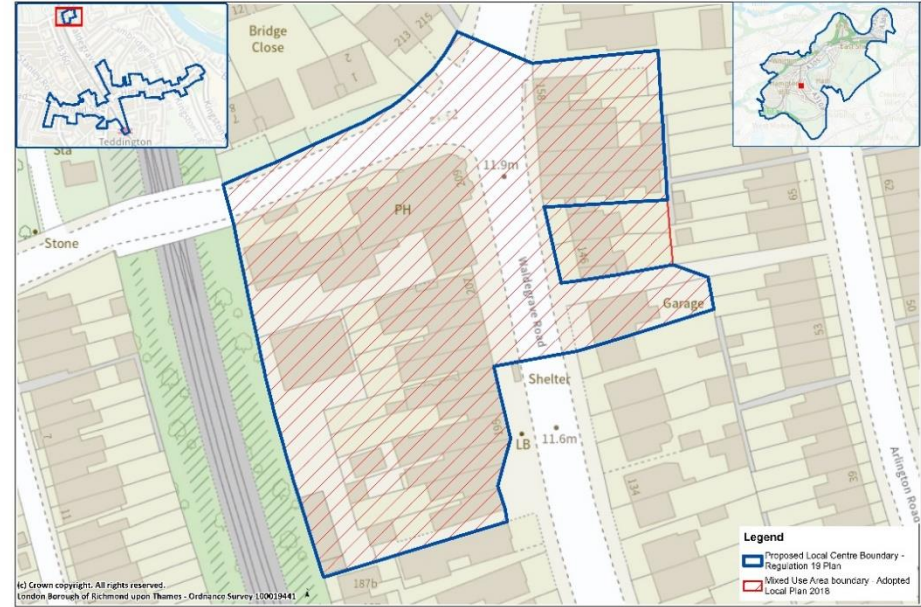


Proposed Local Centre Boundary: Nelson Road



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London Borough of Richmond upon Thames - Ordnance Survey 100019441 A

Proposed Local Centre Boundary: Waldegrave Road



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