



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

Volume 4

Assessment of Local Parades of Importance

Planning

May 2023

Please note:

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

Assessment of Local Centres included in Volume 2

Assessment of Neighbourhood Centres included in Volume 3

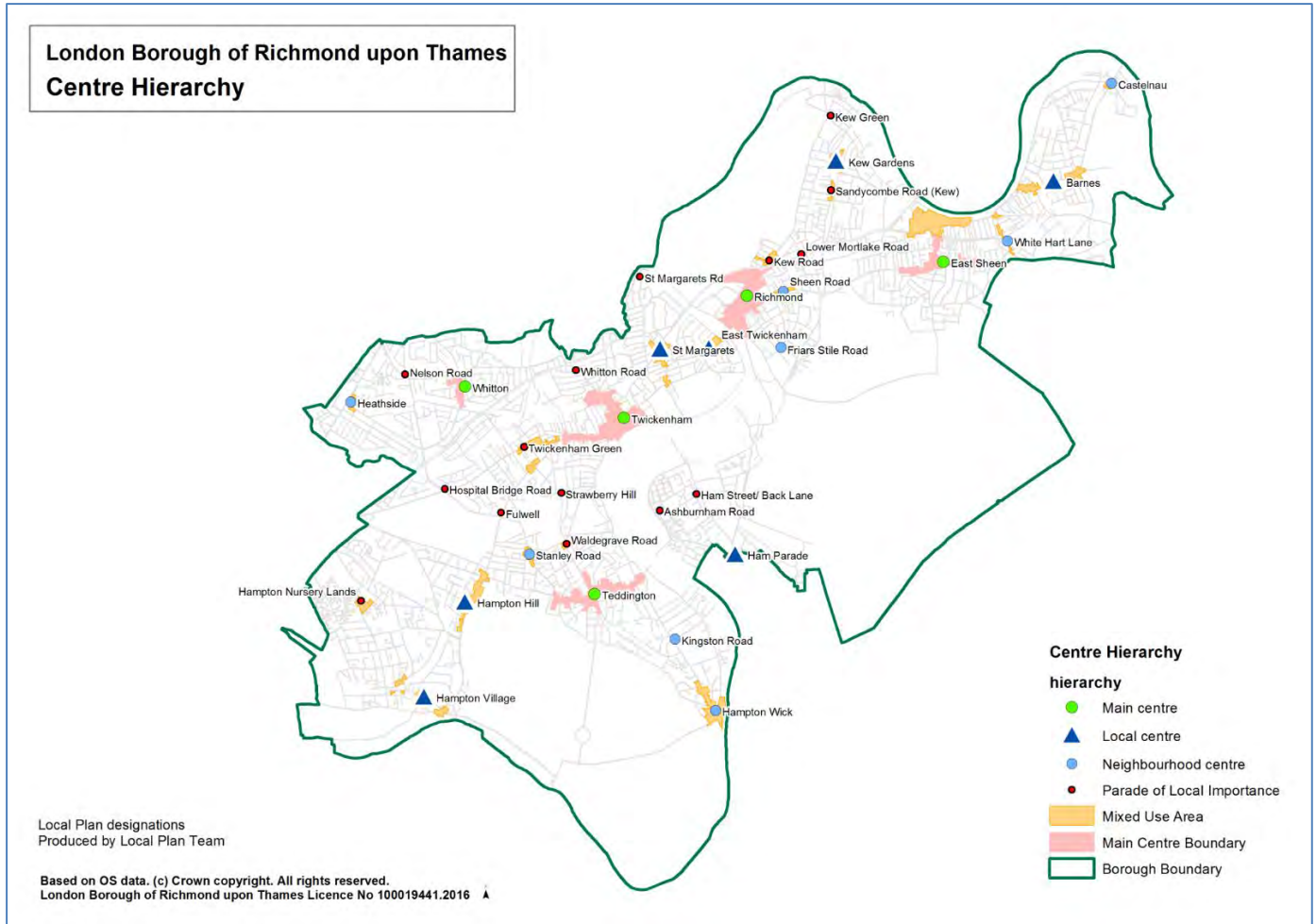
A Summary is published separately.

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Introduction

Volume 4 of this report provides an assessment of the fifteen local parades in the centre hierarchy. Please see Volume 1 for the background to the study and the methodology. The assessment criteria are reproduced here for ease of access, as is a map of borough centres. Volume 1 also contains a Technical Appendix presenting more detail on the data used. A summary document⁴ has been published separately.



Source: SSA GIS mapping

Assessment criteria – local parades:

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

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

A – provision of facilities/environment

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

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

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

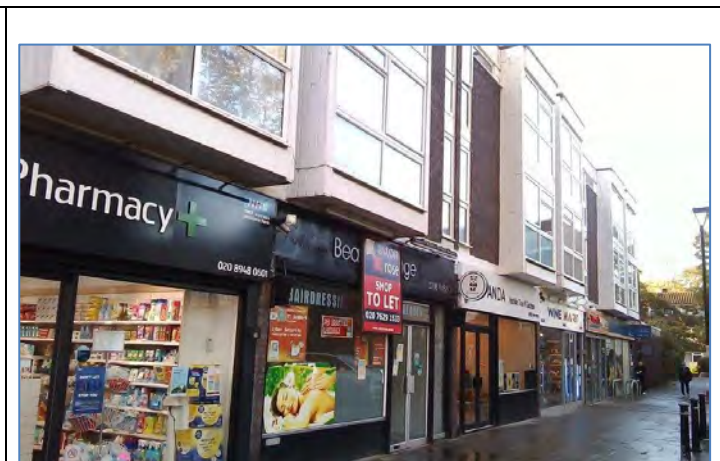
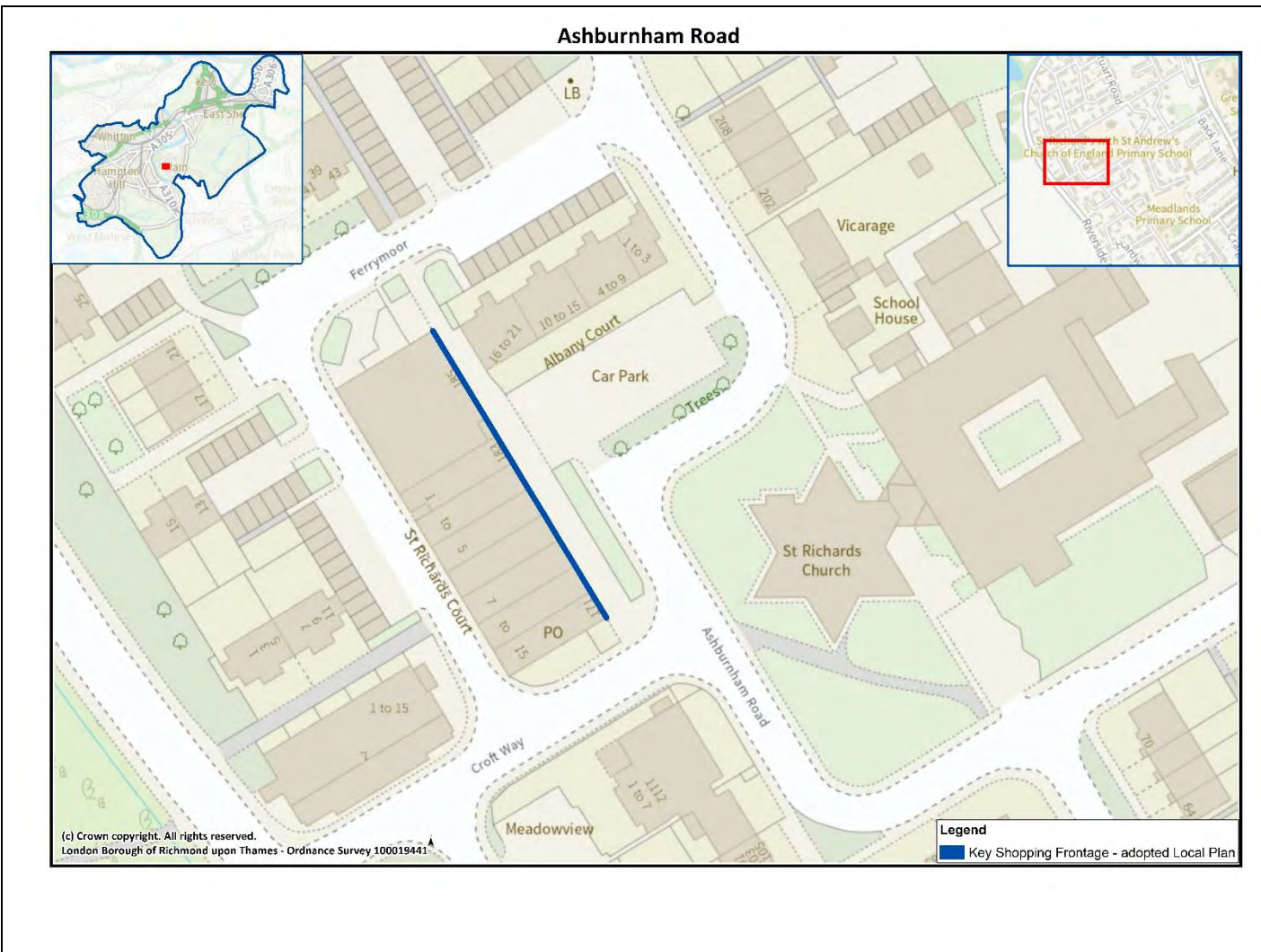
C - Centres meeting the needs of those living in areas less accessible by public transport

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

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

4. Local parades

4.1 Ashburnham Road, Ham



Ashburnham Road



Overview: This parade is extremely important in meeting local need which is somewhat isolated from the rest of the borough by the bend in the River Thames. Additionally, the parades in the area serve a community which is amongst the most relatively disadvantaged in the borough.

Policy & designations:

Adopted plan¹: Ashburnham Road is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy. The centre is not defined by an Area of Mixed Use (AMU) boundary.

Key Shopping Frontage: 171-185 (odd), Ashburnham Road
Site Allocation 22 – Ham Close.

Regulation 18 Local Plan: as adopted Plan. SA 22 Ham Close – application approved by the Council for 452 homes (192 existing) in December 2022. Subject to 6-week judicial review period and GLA approval.

Publication Local Plan (Regulation 19)³: local centre boundary, SA 23: Ham Close

Area Strategies:

The Publication Plan – “...the strategy is to improve the character of the area by taking opportunities to create a sense of place, enhancing the existing parades and developing a well-defined neighbourhood centre. The functionality and biodiversity value of the area’s open spaces, and the quality of its public realm, will also be improved.”

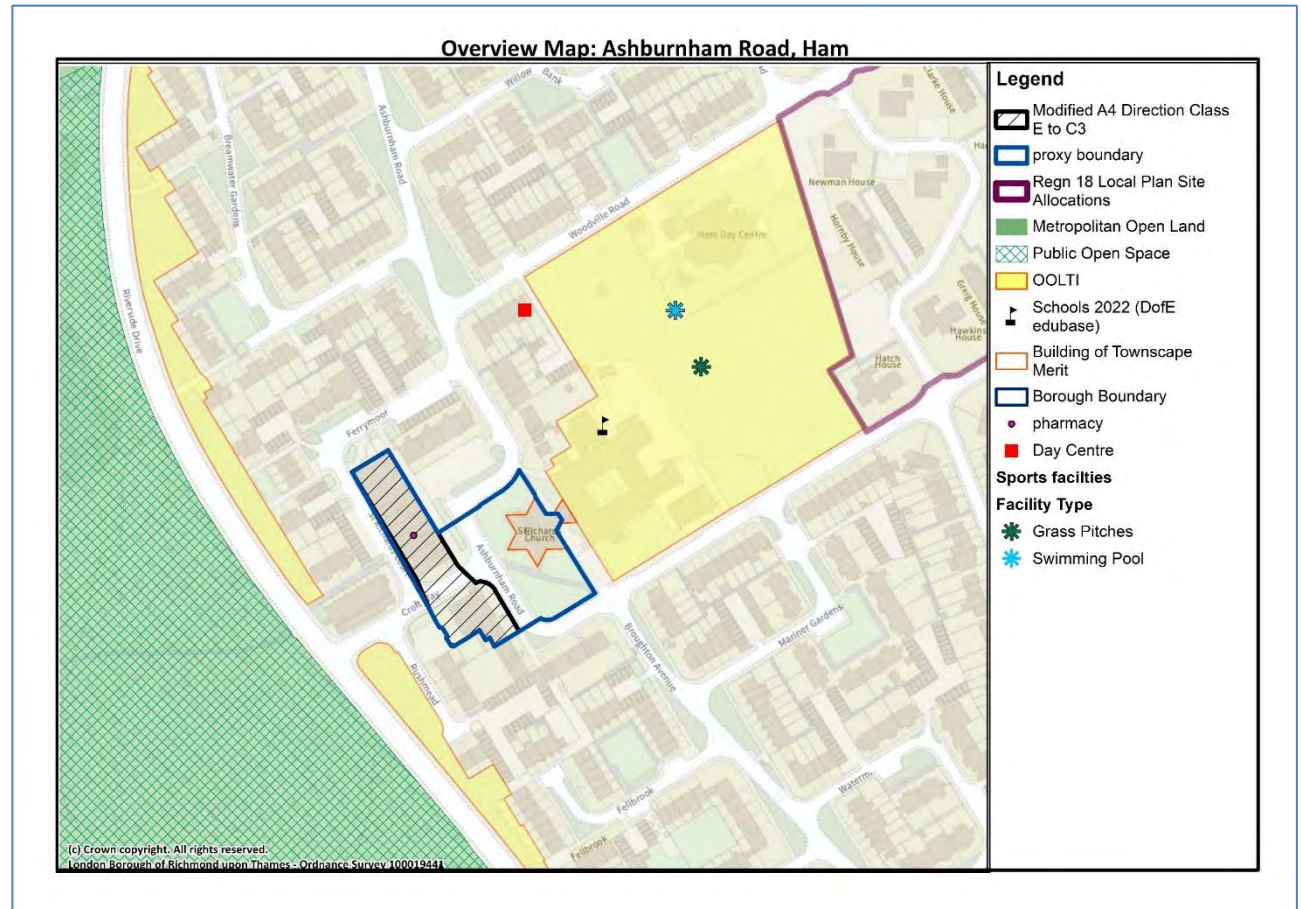
Related strategies/plans specific to area:

[Ham & Petersham Neighbourhood Plan \(2019\)^a](#)

The vision for Ham & Petersham is set out in the adopted Ham & Petersham Neighbourhood Plan: “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. The aim is to encourage an increasing proportion of local journeys to be by foot or bicycle by creating a network of cycle/walking routes accessible to a range of ages and good public transport.”

[Urban Design Study 2023¹²](#) Ashburnham Road is located within the Ham and Petersham Residential character area.

The local parade around Croft Way... has some unattractive blocks of 1960s flats of 3-4 storeys. The area has little sense of identity despite its community importance. The community/institutional buildings in this part diversify the urban grain. They are generally low-quality buildings but serve a clear neighbourhood function.



^a https://www.richmond.gov.uk/media/16749/hpn_plan_2018_to_2033_january_2019.pdf

Character area strategy: The strategy is to improve the character of the area by taking opportunities to create a sense of place, enhancing the existing parades and developing a well-defined neighbourhood centre. The functionality and biodiversity value of the area’s open spaces, and the quality of its public realm, will also be improved.

Character area design guidance:

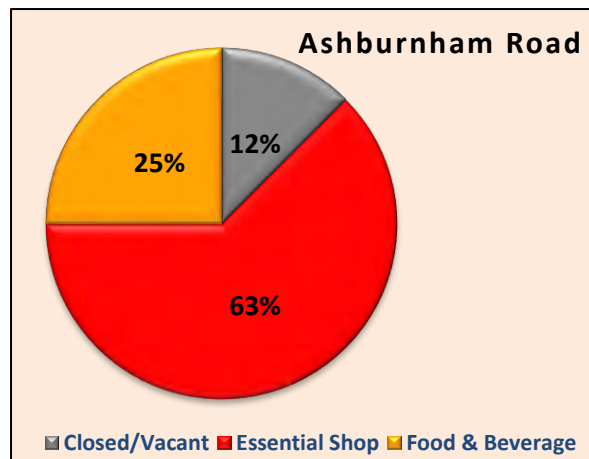
- Opportunity for new, distinctive landmarks with design integrity to improve legibility and provide more public realm.
- Develop a well-defined neighbourhood centre to the settlements. Encourage mixed-use areas, including restaurants, cafés, pubs, and community/ leisure facilities, to generate a sense of activity and vibrancy.
- Enhance existing local parades (e.g. Ham Parade, St Richard’s Square) and local community facilities, upgrading associated public realm to reanimate areas. Implement high-quality street furniture and planting.
- Improve and restore shop frontages.
- Reduce the dominance of vehicle traffic along main roads and parades.

Regulation 18 Local Plan consultation²⁴: No responses specifically relevant to this centre.

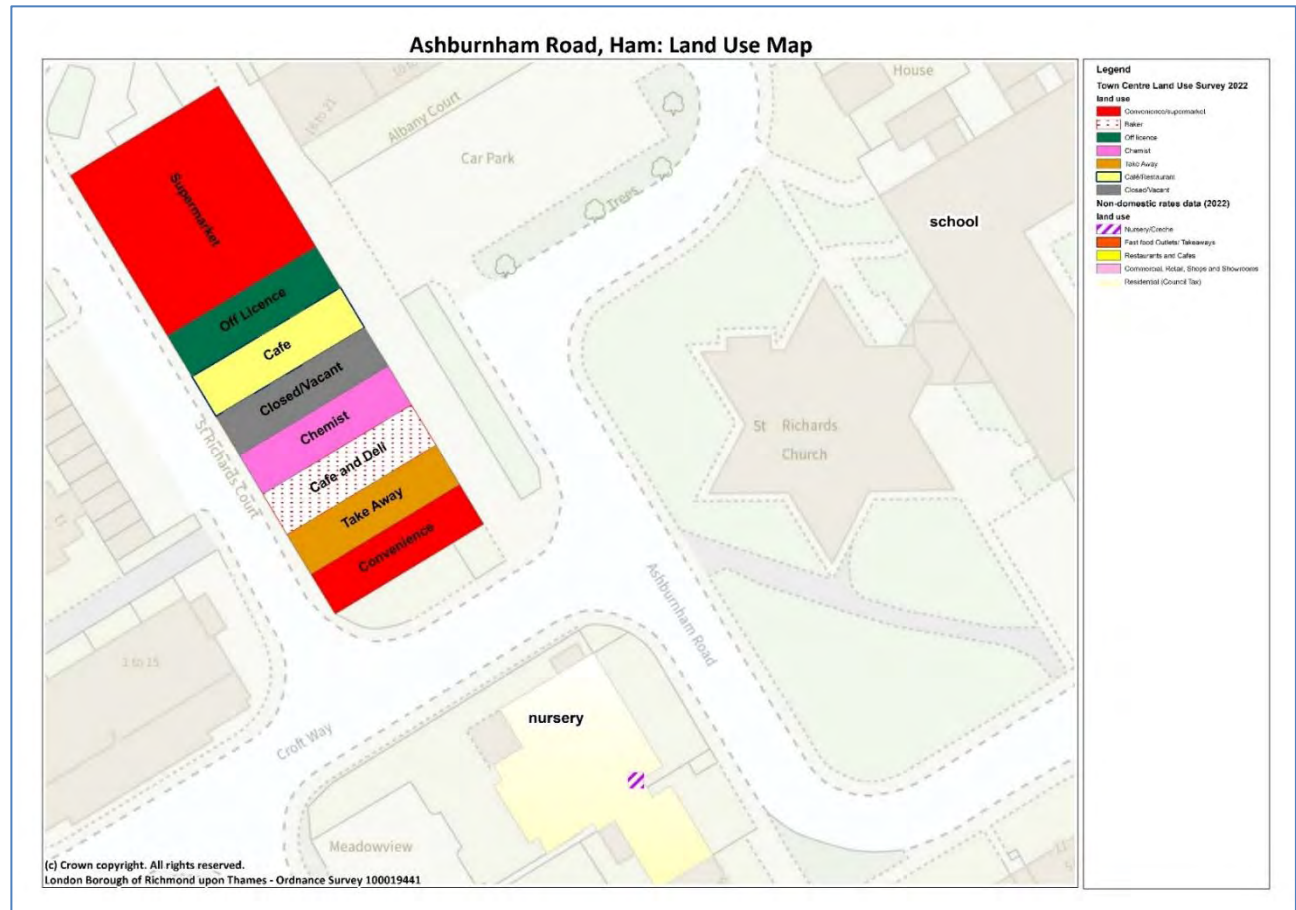
Composition of centre

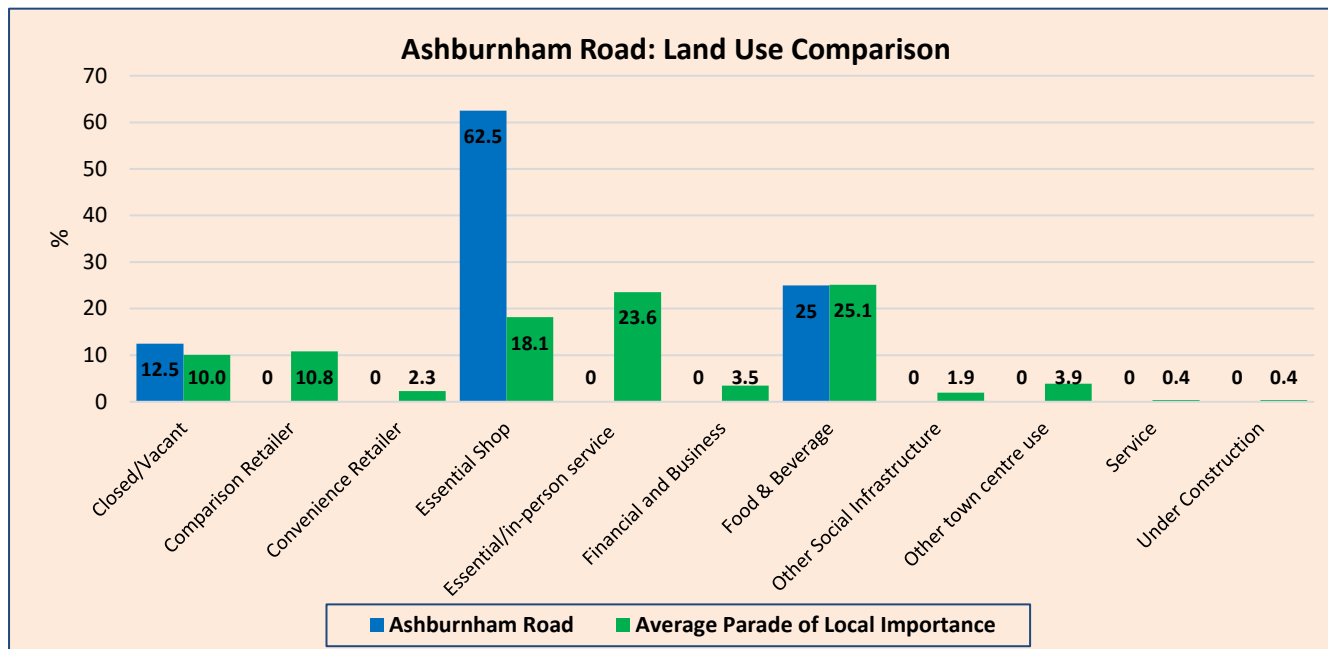
Ashburnham Road has 8 commercial units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴. Compared to the average Parade of Local Importance, Ashburnham Road has a much higher proportion of essential shops (63%), including a Tesco Express, pharmacy, off licence, newsagent/ Post Office.

It is a small centre, but one which provides well for essential shopping which is the parade’s focus. Consequently it has a narrower mix of uses than other parades with fewer services and no comparison shopping.



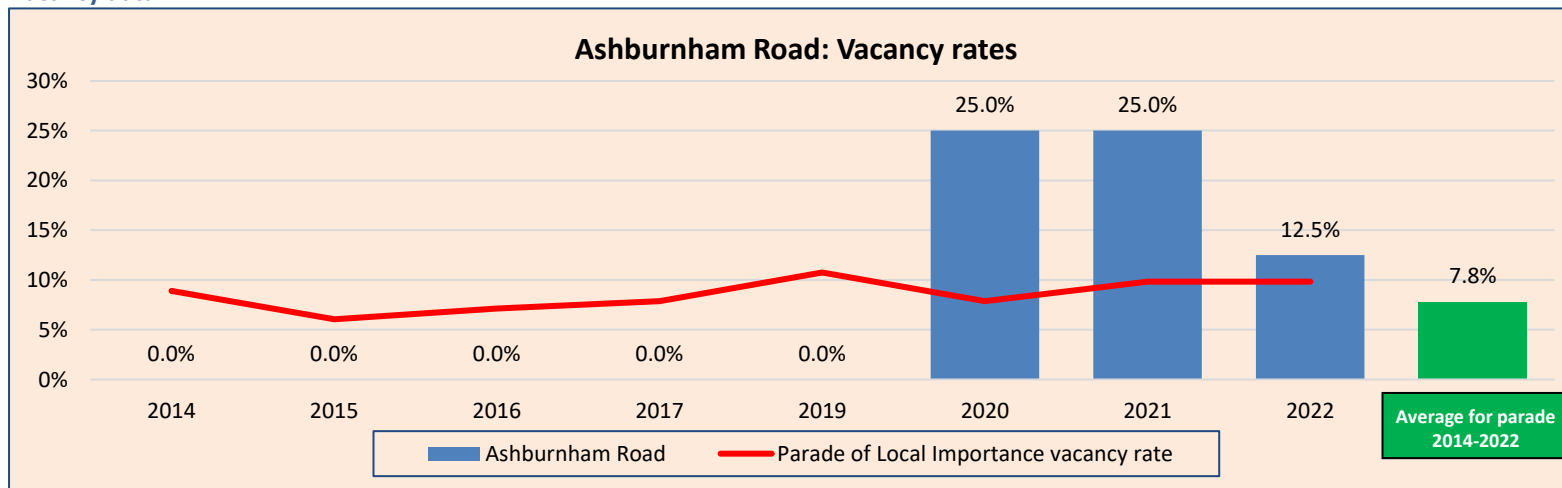
Source: SSA Town Centre Land Use Survey 2022¹⁴





Source: SSA Town Centre Land Use Survey 2022¹⁴

Vacancy data:



For many years this small parade has been fully occupied. Very recently, vacant units have occurred. In 2022, Ashburnham Road’s all-frontage vacancy rate was 12.5% in 2022 (1 unit - hairdresser/ beauty salon), which is lower than 2021 figure (25%, 2 units) but still above the average vacancy rate for a local parade. However, it is positive that one of the units was filled in the period between surveys in 2021 and 2022 with the opening of a bubble tea shop. The size of the centre means that the percentage appears high as the denominator is small (8 units).

Source: SSA Town Centre Land Use Survey 2022¹⁴

Customer views/experience:

Urban Design Study 2023¹²

Valued features include:

- Open spaces within the residential area, valued for leisure and recreation including Ham Village Green (west of Ham Street) which provides a central, open space for neighbourhood-scale recreation that forms a break in the urban grain and contributes to the village character of the area.
- Recent enhancements to local green spaces, such as more tree planting and wildflower gardens on the Green increase biodiversity value and the attractiveness of the space.
- Local parades, important in providing community services and shops, particularly valued in the context of the relatively poor transport accessibility of the area.

Negative qualities include:

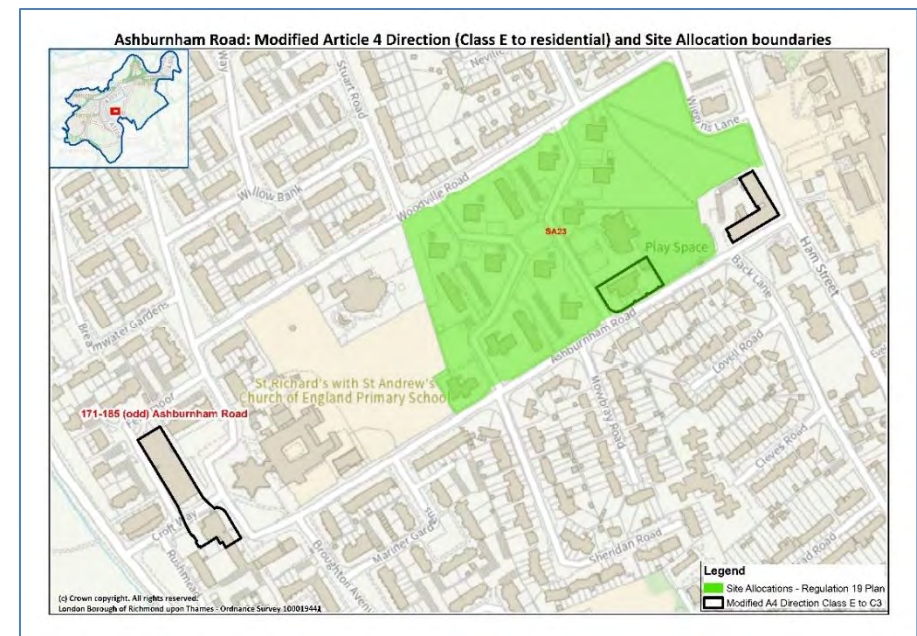
- Lacking a sense of local distinctiveness with few landmarks or focal points. Though the low density of the development and do not detract from high quality surrounding green spaces and conservation areas/ listed buildings, they do not necessarily enhance them.
- Poorly connected with no nearby train stations.

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

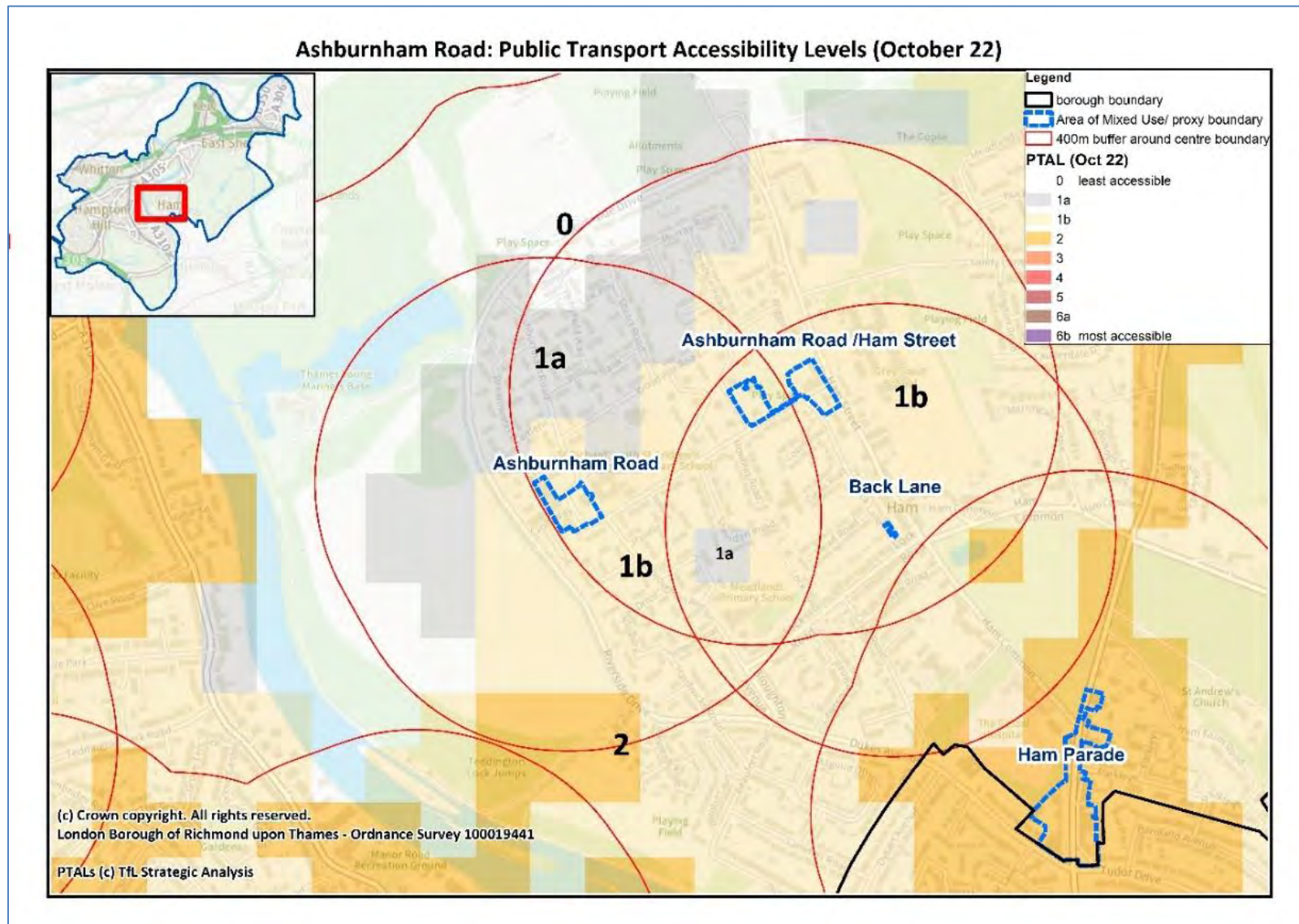
- Zero waste shop/refillable shop – Ashburnham Parade?
- Café spill out onto St Richards Square, Ashburnham Road – homeworkers community spot
- Need encouragement for start-up businesses with lower rents/co-operative approach. Some of the shops away from the Parade are rather isolated and have safety concerns i.e. Ashburnham Rd parade, Ham Street parade. Use empty shops for charities or young people's provision.
- Soft play café in Ashburnham Parade, similar to Teddington

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

Ashburnham Road's frontage and opposite day nursery (shown on the Overview Map above) are included in the [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and came into force on 29 July 2022⁵. This reflects the important role this parade plays in meeting need. There are no Site Allocations within or directly adjacent to the centre. However, the Site Allocation for Ham Close which includes comprehensive redevelopment of the estate, is a substantial development which is likely to positively impact on the three centres in the area.



Accessibility⁸:



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

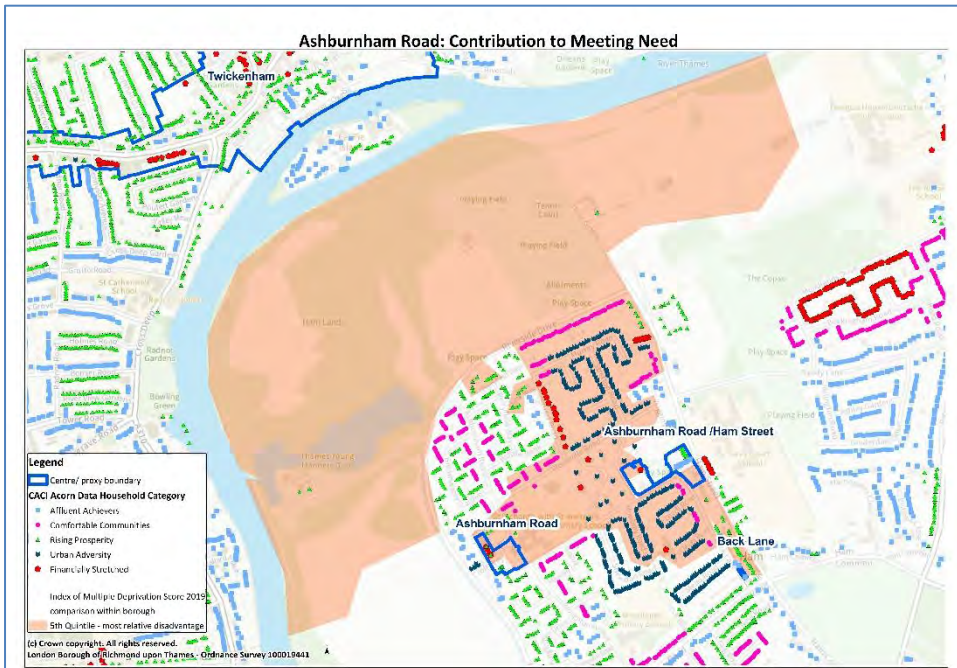
Public transport accessibility in parts of Ham & Petersham is amongst the poorest in the borough for a residential area with PTAL ratings of 0, 1a and 1b i.e. the least accessible.

Source PTALs © TfL Strategic Analysis

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office In newsagent	✓	Hairdresser/ Barber		Sports & Leisure facilities:	Swimming pool and St Richards C of E Primary – adjacent centre.	Conservation Area		KOA/KBA:
Baker	✓	Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa		Playspace/recreation ground/LGS	Ham Lands	Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM	Nearby: St Richards Church	ILBP:
Newsagent	✓	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL	To the west: Ham Lands	Other
Chemist Dispensing?	✓ yes	Vet	Available nearby (Back Lane)	Music venue/night club		OOLTI	To the west: Landscaped areas adjoining residential properties To the east: St Richard and St Andrew C of E Primary School	
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		POS	To the west: Ham Lands	
Provision: Tesco Express		Pub/wine bar		Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓ bubble tea	Education:				
		take away	✓	School / pre-school	St Richard & St Andrew C of E Primary School- adjacent to boundary			
		Other:		Day nursery	✓ Meadowview Day Nursery			
		Launderette/Dry Cleaner		Tutor/education centre				
		Bank/building society		Community Centre	Ham Day Centre nearby			
			Has ATM	Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Museum/Gallery				
			Proximity to major attraction:	Ham House				
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value = N								



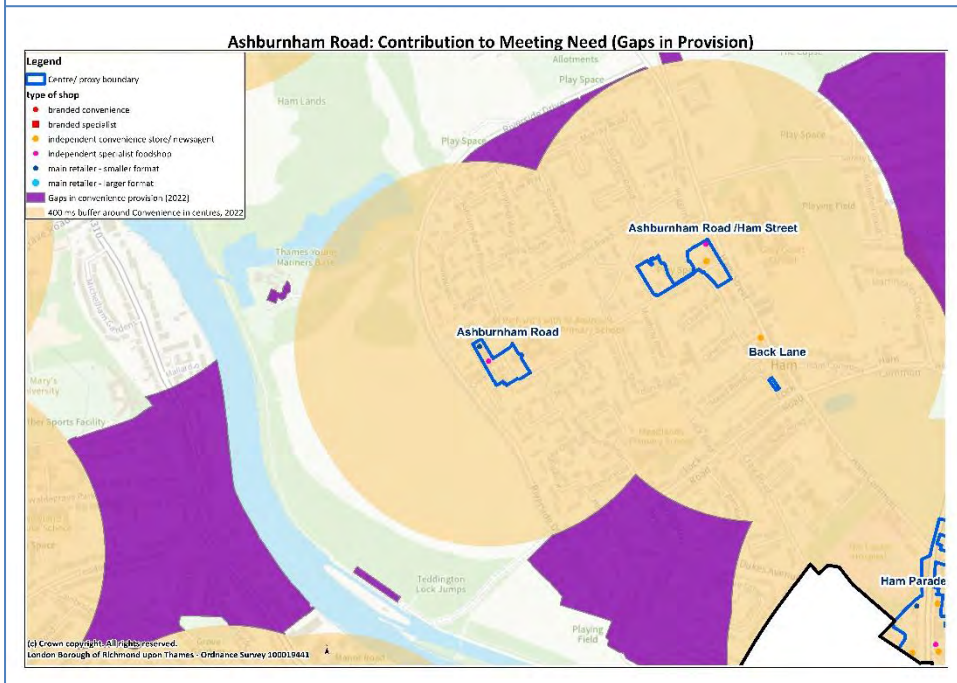
Meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

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

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

Ashburnham Road parade serves a community which is amongst the most disadvantaged in the borough according to the Index of Multiple Deprivation 2019⁹ and indicated on the map opposite with peach shading. Also mapped are CACI household categorisations¹⁹. Ashburnham Road serves an area which includes postcodes with a mix of household categories but includes those described as in “urban adversity” and “financially stretched”.

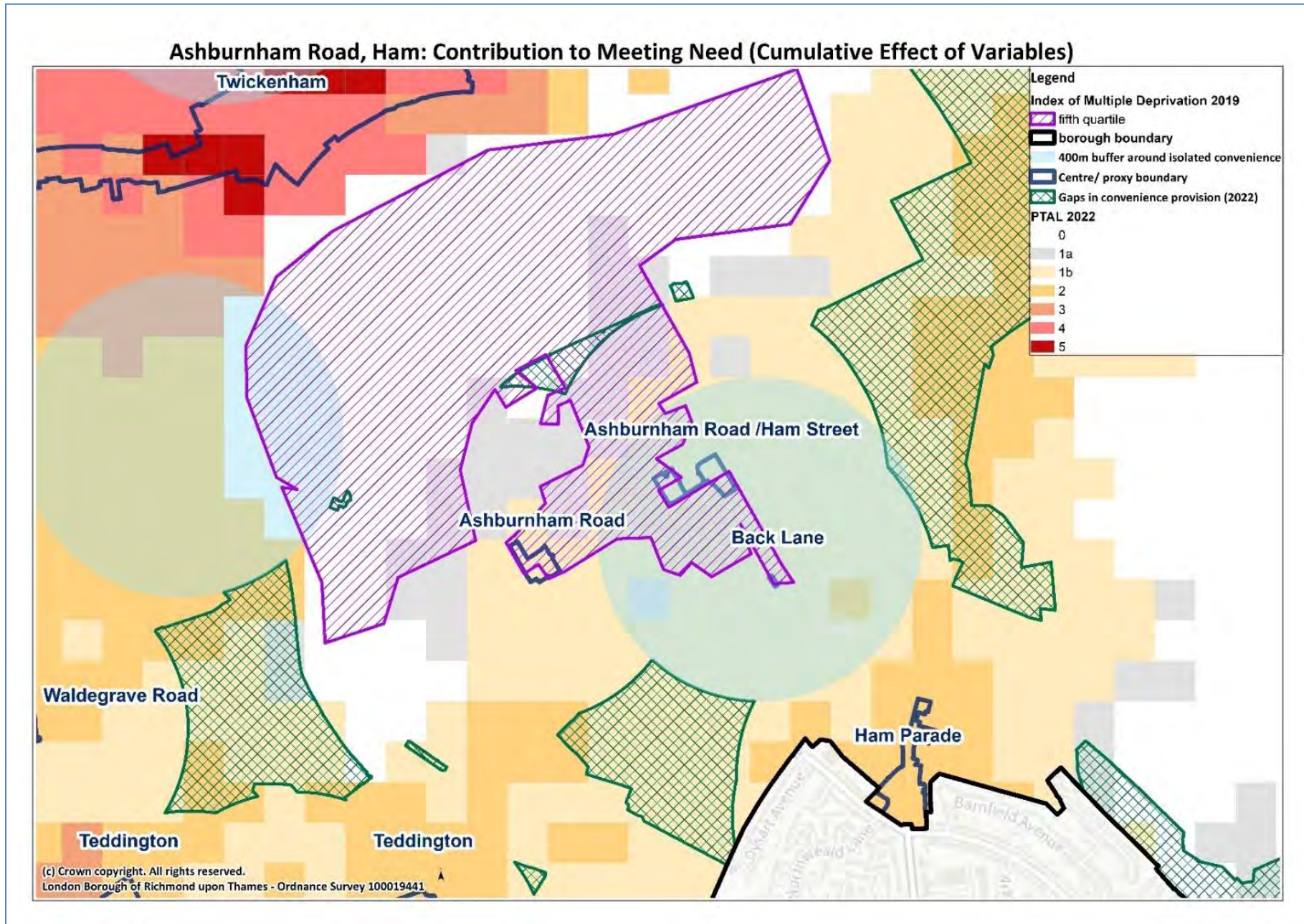


Meeting the needs of those living more than 400 metres from provision:

This parade, along with Ham Street/ Back Lane and the local centre of Ham Parade serve an area which is located in a bend in the River Thames. It clearly serves areas which are more than 400 metres from alternative facilities. Back Lane contains businesses which are useful to the community, such as a chemist and hairdresser, but no food provision, which may well extend Ashburnham Road’s catchment further to the east (albeit that there is a small independent store on Ham Street). It has the largest supermarket (Tesco Express) of any in these three centres and a Post Office and plays a very important role in meeting need.

Cumulative Impact: Ashburnham Road is one of the few centres serving an area which important for meeting need in relation to all 3 variables as shown on the following map.

Source: SSA GIS mapping



Source: SSA GIS mapping

Summary:

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 transport⁸, 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.

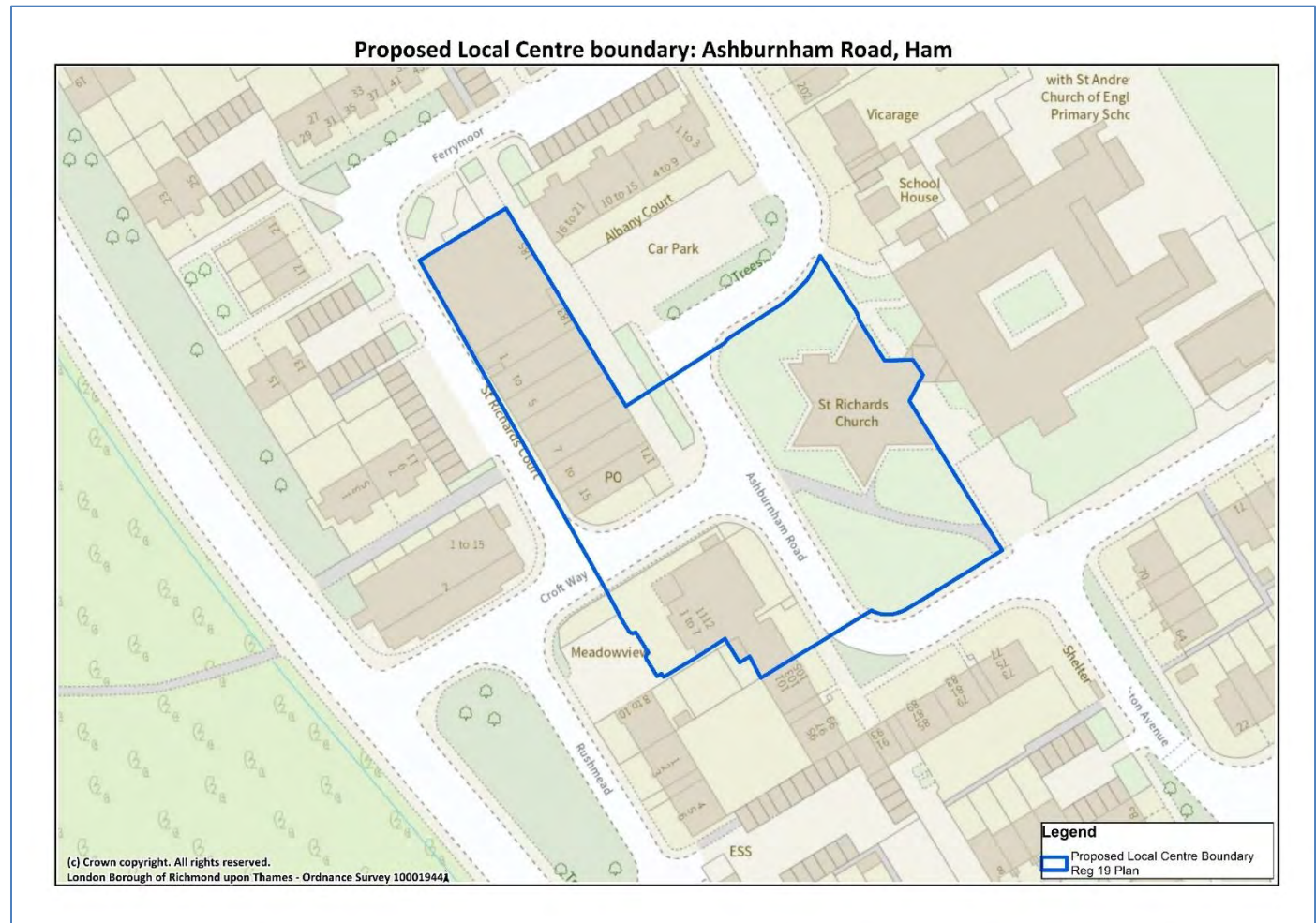
There is now one vacant unit (2022), but historically this centre has been fully occupied.

The Ham Close development which now has planning permission, could increase spending available to support this and other nearby centres. Assessing a centre's position in the hierarchy, is not merely a question of size and this vitally important parade warrants inclusion in the hierarchy.

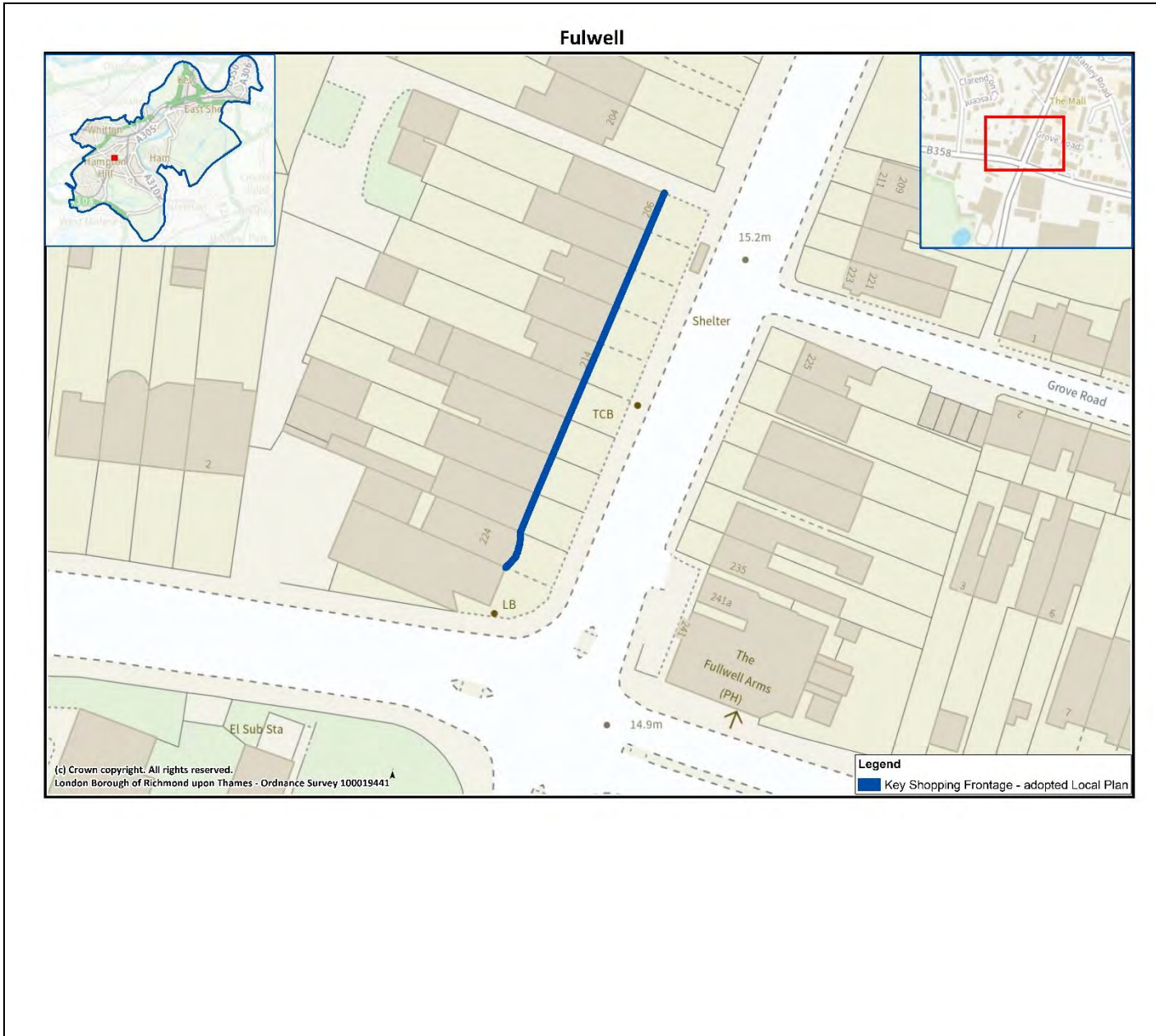
Recommendations:

Hierarchy: No change. Although a small centre in terms of numbers. Ashburnham Road is vital in meeting local need and should be retained as an Important Local Parade.

Boundary: This parade did not have a defined Area of Mixed Use boundary previously and it is recommended that to facilitate policy application a Local Centre boundary is proposed as shown on the map opposite.



4.2 Fulwell

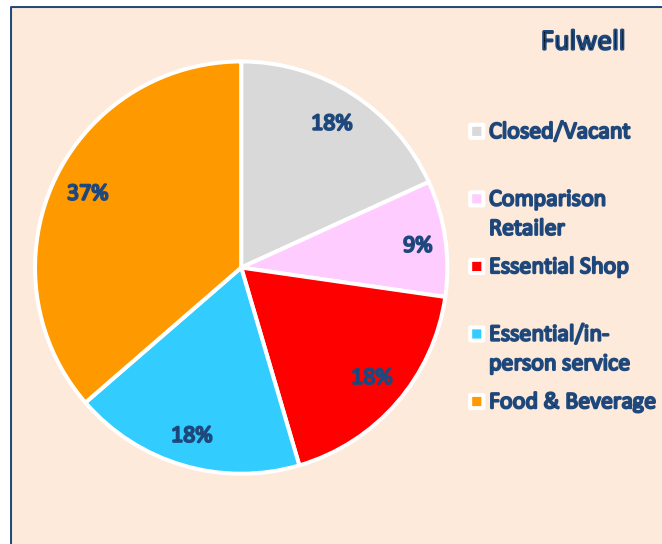


Hampton Road

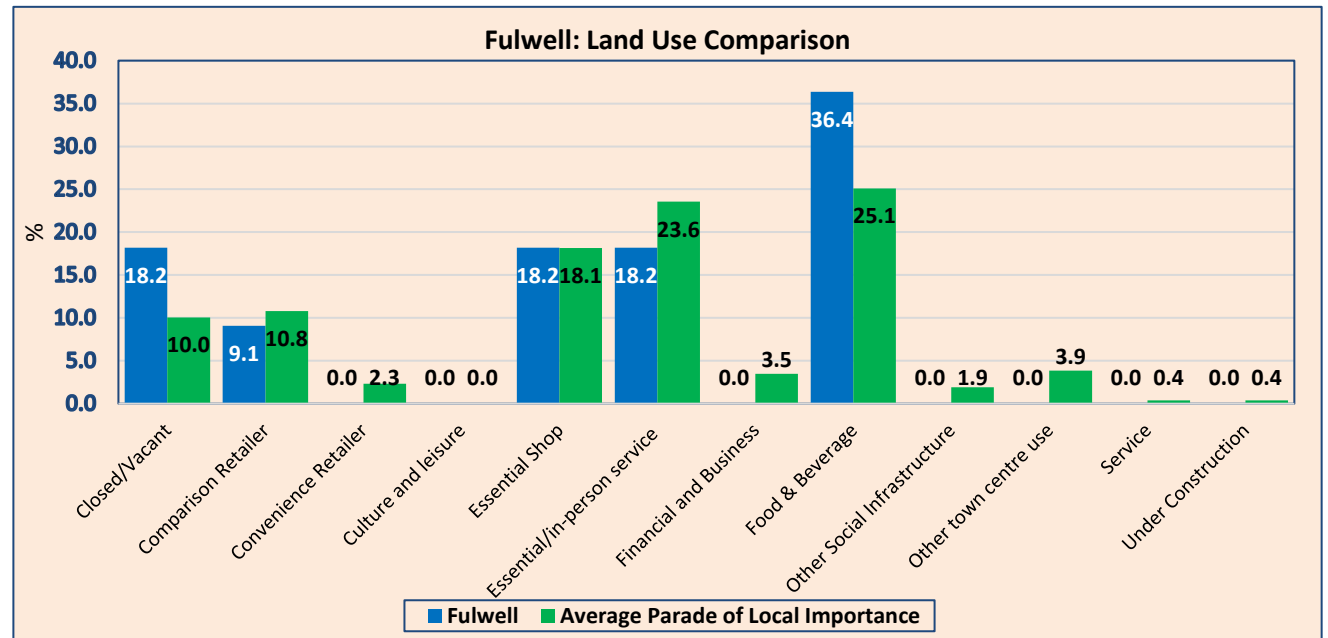


Composition of centre

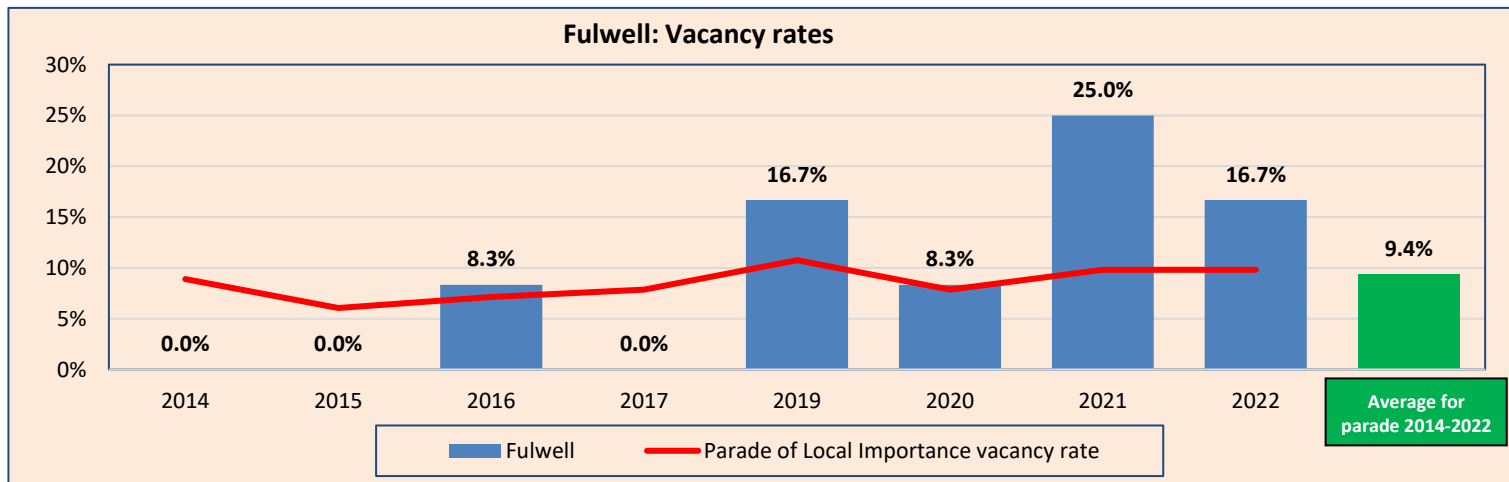
Fulwell has 11 commercial units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴. Compared to the average Parade of Local Importance, Fulwell has a significantly higher proportion of businesses in the Food & Beverage sector including a restaurant, take away, café and a pub. The proportion of essential shops equals the average, but there are fewer essential services.



Source: SSA Town Centre Land Use Survey 2022¹⁴



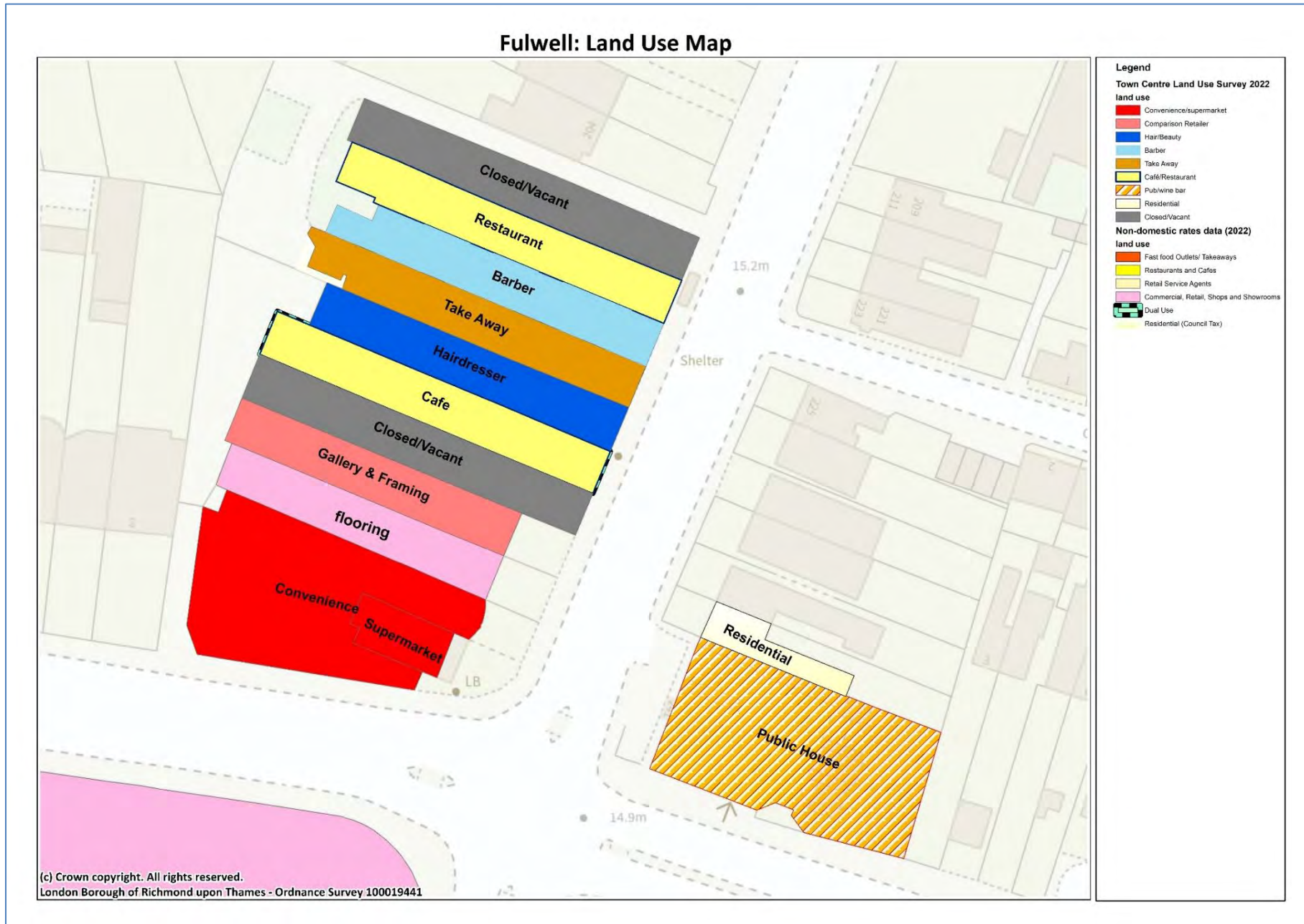
Source: SSA Town Centre Land Use Survey 2022¹⁴



Vacancy data:

In 2022, Fulwell’s all-frontage vacancy rate was 16.7% (2 units), which is lower than 2021 (25%, 3 units) but still above the average vacancy rate for local parades. One is a vacant printer and the other the former Hampton Stores which appears to be a long-term vacant.

Source: SSA Town Centre Land Use Survey 2022¹⁴



Source: SSA GIS mapping

Customer views/experience:

Urban Design Study 2023¹²:

Negative qualities: Large scale commercial sheds in the Fulwell Triangle are inconsistent with the character of the wider area.

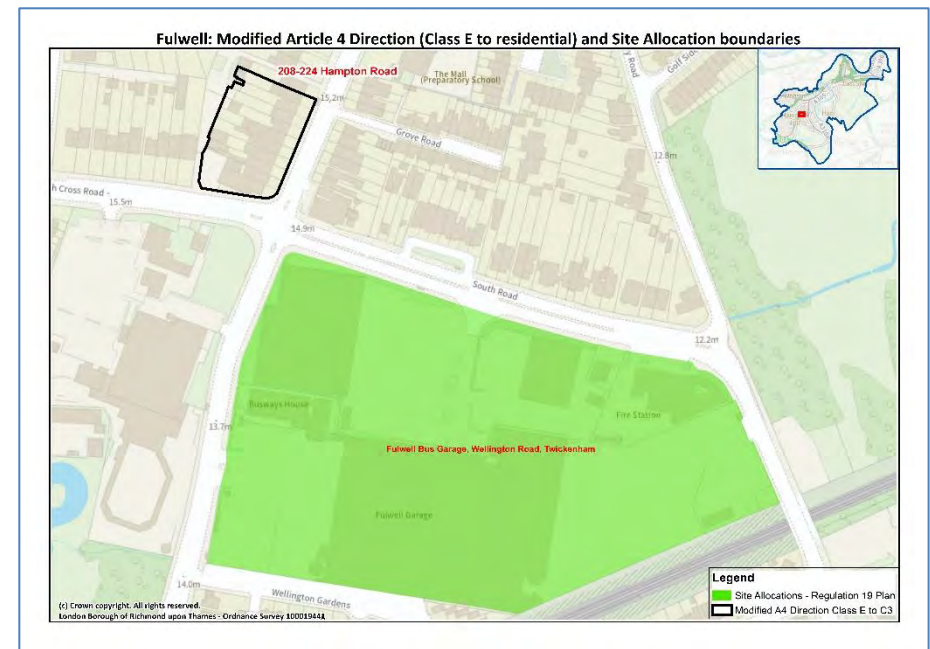
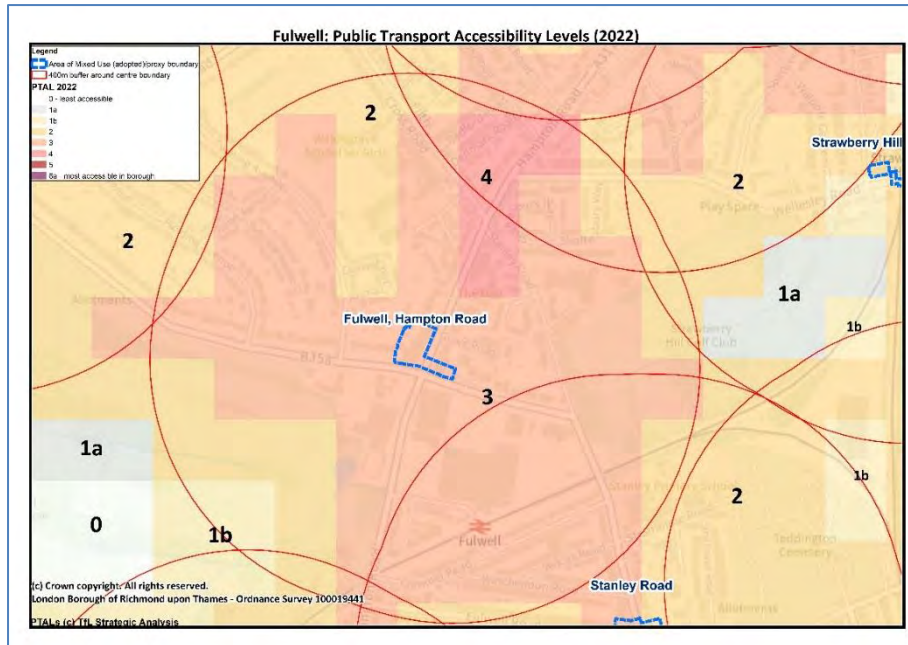
In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. No specific comments were raised about this parade.

Accessibility⁸:

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

The centre falls within PTAL 3 (6 indicating high accessibility & 0 indicating low accessibility) and is served several bus routes including the 281 24hr service. The area it serves includes PTAL ratings ranging from 1b – 4. Please note that areas with very poor PTALs correspond with Fulwell and Strawberry Hill golf courses.

Source PTALs © TfL Strategic Analysis



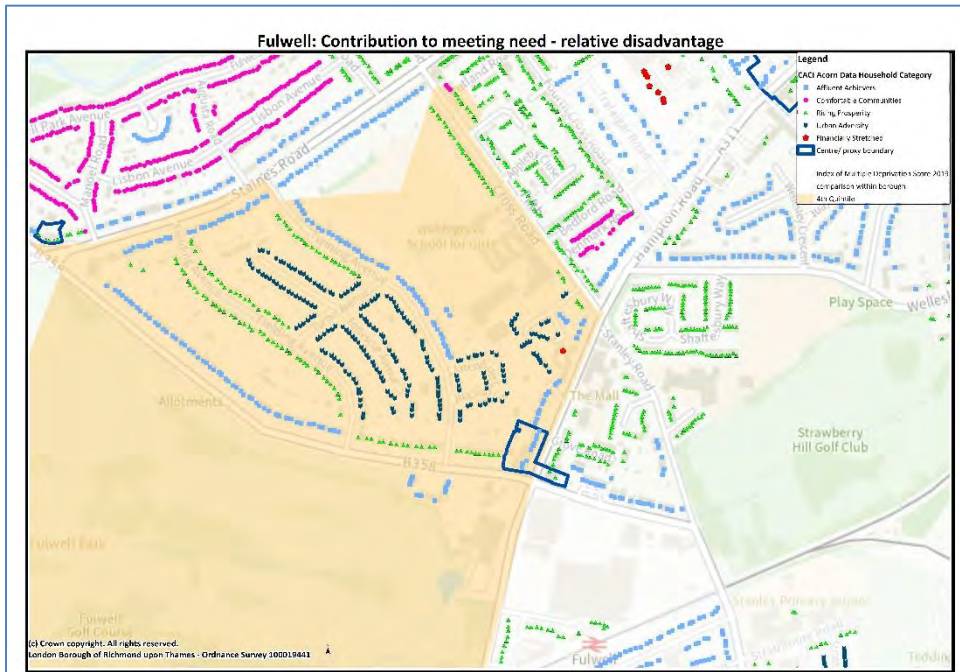
Article 4 Direction Class E (combined business class) to residential:

208-224 Hampton Road is within the [Article 4 Direction](#) boundary⁵, which restricts the change of use from Class E to residential as modified by the Secretary of State and came into force on 29 July 2022. This reflects the important role of the parade for local provision.

There are no Site Allocations directly within the centre. However, the redevelopment of the nearby bus garage could affect this small parade. Full text of the Area Strategy for Twickenham and the Site Allocations which form part of the Publication Local Plan and can be viewed on the Council’s website³.

Contribution to meeting need:

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area		KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS		Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM	Several – incl. No. 241 (Brouge Pub)	ILBP:
Newsagent	✓	GP/health centre		Yoga/Pilates (separate from gym)	(not in centre – Pilates further along Sixth Cross Rd)	Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiropracist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL	In vicinity: Strawberry Hill Golf, Fulwell Golf	Other - Agglomeration of retail in vicinity (Squires, Lidl, B&Q, plus bus station. Ambulance Station & Twickenham Fire Station.
Chemist		Vet		Music venue/night club		OOLTI	Fielding Ave & Teddington Cemetery	
Dispensing?								
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		POS	Part of golf course is POS	
Provision: Co-op, Krish Food & Wine		Pub/wine bar	✓	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school	The Mall School to the north			
		Other:		Day nursery				
		Launderette/Dry Cleaner		Tutor/education centre				
		Bank/building society		Community Centre				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	✓ Frame and Art Direct	Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area ✓ contributing to low public transport accessibility ✓ part of area it serves community more than 400 metres from provision ✓ contributing to								
Asset of Community Value =No								



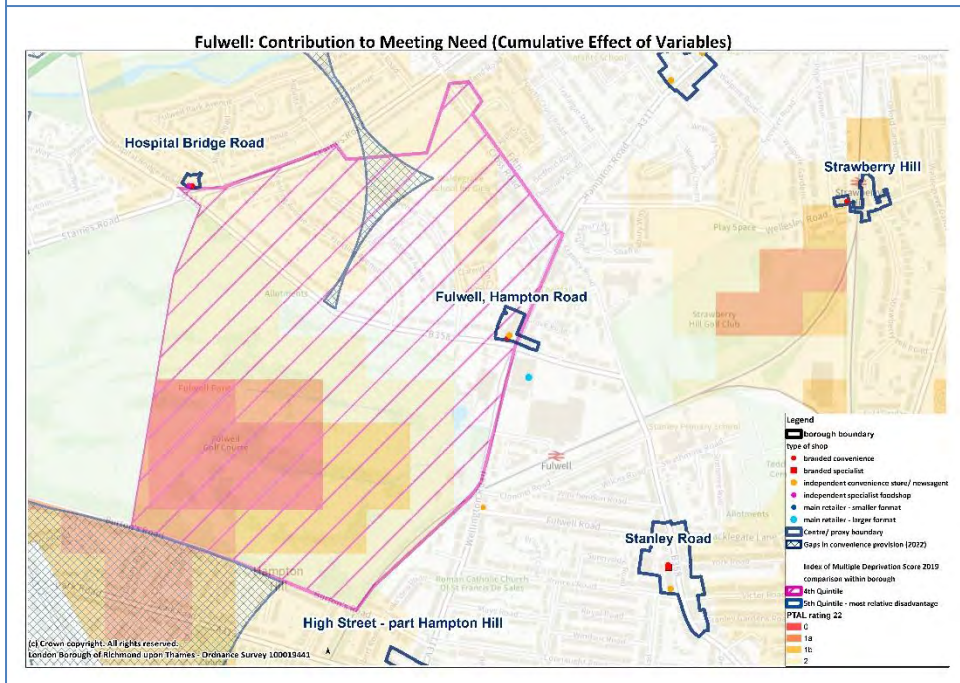
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

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

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

Fulwell serves households which are categorised as in “urban adversity” which corresponds with an area identified as relatively disadvantaged⁹. There is a very small overlap between this area and a gap in provision which also coincides with poor transport accessibility.



The centre fills a gap in provision between the Hampton Road Area of Mixed Use boundary (which lacks convenience retailing in any case), Hospital Bridge Road and Stanley Road centres, albeit that the opening of the nearby Lidl store has increased shopping provision in the area.

Source: SSA GIS mapping

Summary:

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.

The parade includes branded provision in the form of a Co-op and has several businesses which are useful to the community including a takeaway, café, restaurant, hairdresser and barber.

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. Both vacant units are long term vacancies.

Fulwell serves households which are categorised as in "urban adversity" (ACORN classification¹¹) which corresponds with an area identified as relatively disadvantaged⁹. There is a very small overlap between this area and a gap in provision which also coincides with poor transport accessibility.

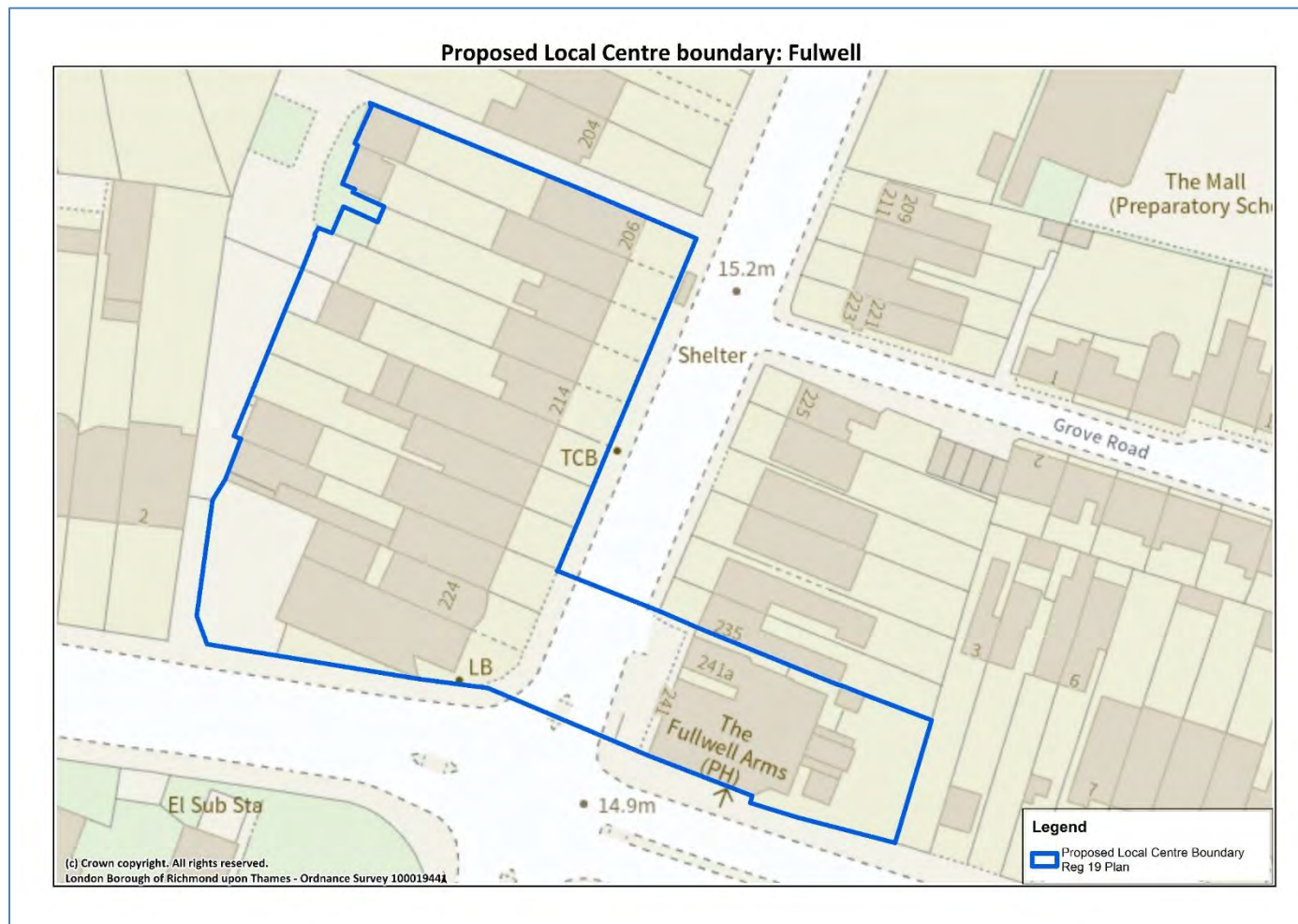
The centre fills a gap in provision between Hospital Bridge Road and Stanley Road centres, albeit that the opening of the nearby Lidl store has increased shopping provision in the area considerably.

Its role in meeting need, particularly for disadvantaged communities, is recognised and supports its designation as an Important Local Parade.

Recommendations:

Hierarchy: No change

Boundary: This parade did not have a defined Area of Mixed Use boundary previously and it is recommended that to facilitate policy application a Local Centre boundary is proposed as shown on the map above and will be shown on the Policies Map.



4.3 Ham Street/ Back Lane

Ham Street/ Back Lane parades



Back Lane



Ham Street/ Ashburnham Road



Overview:

Ham Street/ Back Lane parade comprises two parades. Ham Street comprises frontage at 2-16 Ashburnham Road (even), 63-71 (odd) Ham Street, Ham classified in the adopted Local Plan as Key Shopping Frontage (KSF). Back Lane is a smaller parade at 4-14 (even) Back Lane, previously classified as Secondary Shopping Frontage (SSF).

Both are extremely important in meeting local need as the area is somewhat isolated from the rest of the borough by the bend in the River Thames. Public transport accessibility is amongst the poorest in the borough. Additionally, the parades serve a community which are amongst the most relatively disadvantaged in a borough sense. The emerging Local Plan recognises that some parts of this area are not well-served in terms of local shopping.

Policy & designations:

Adopted plan¹: Ham Street/ Back Lane is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy.

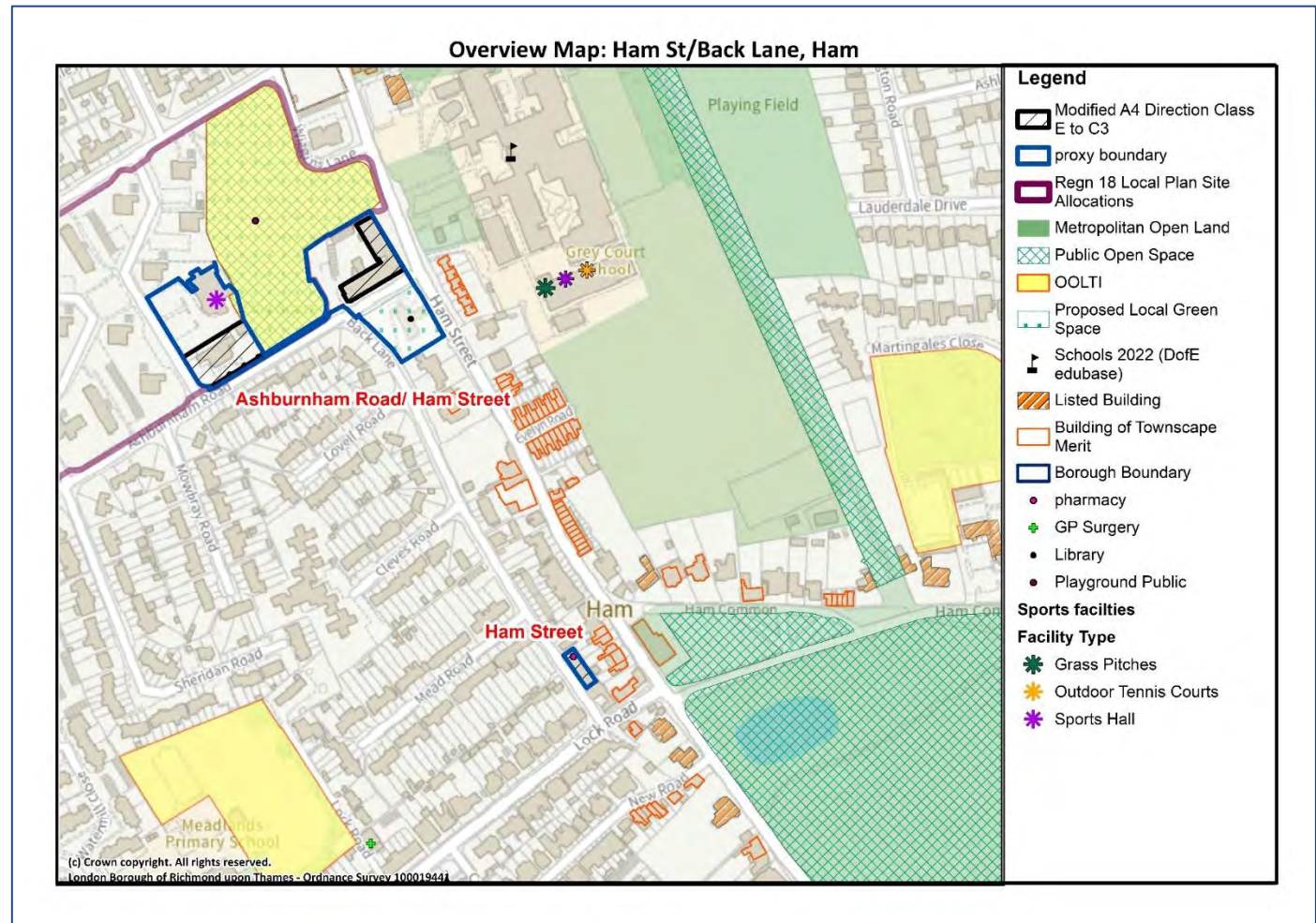
Regulation 18 Local Plan: AMU, SSF & KSF, Site Allocation 22 Ham Close – application approved by the Council for 452 homes (192 existing) in December 2022. Subject to 6-week judicial review period and GLA approval.

Publication Local Plan (Regulation 19)³: local centre boundary, SA 23: Ham Close.

Area Strategies: For Ham and Petersham Residential (E1) the strategy is to improve the character of the area by taking opportunities to create a sense of place, enhancing the existing parades and developing a well-defined neighbourhood centre.

Related strategies/plans specific to area:

- [Ham & Petersham Neighbourhood Plan \(2019\)](#)² The vision for Ham & Petersham is set out in the adopted Ham & Petersham Neighbourhood Plan: “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. The aim is to encourage an increasing proportion of local journeys to be by foot or bicycle by creating a network of cycle/walking routes accessible to a range of ages and good public transport.”
- [RHP Regeneration Proposals](#) and [Planning Application](#) The application is for an additional 260 homes on the Ham Close site which is served by the Ham Street/Back Lane parade. Construction is expected to commence in Winter 2023.



² https://www.richmond.gov.uk/media/16749/hpn_plan_2018_to_2033_january_2019.pdf

Urban Design Study 2023¹² - See Ashburnham Road above.

Public Realm Improvement Fund:

Progress of projects funded by Public Realm Improvement Fund (as at September 2022)²²

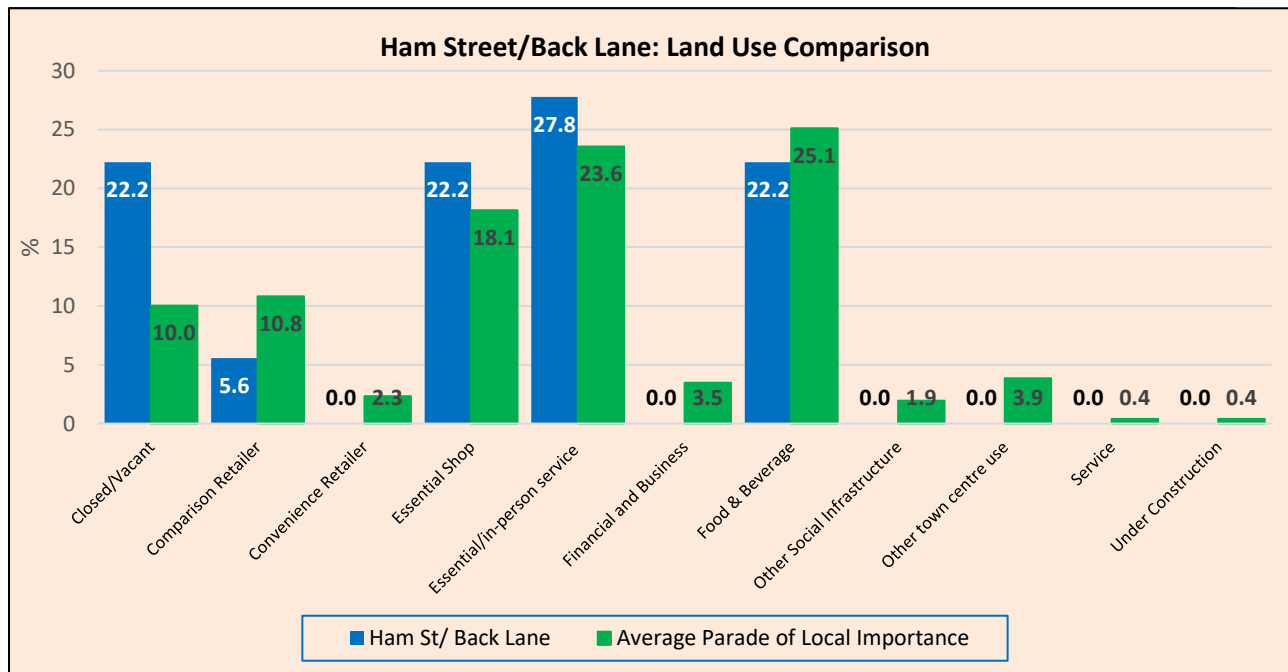
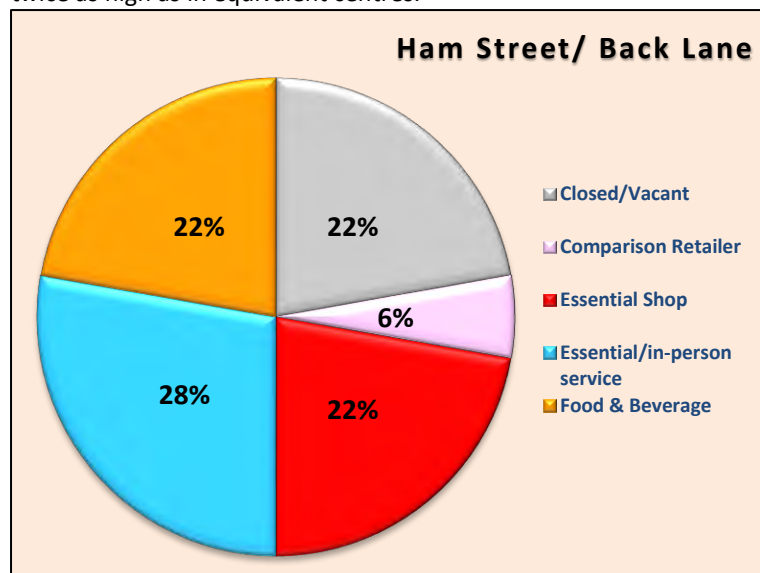
Improvement	Progress
Installation of outdoor fitness equipment in Ham Village Green.	Complete

Regulation 18 Local Plan consultation response²⁴:

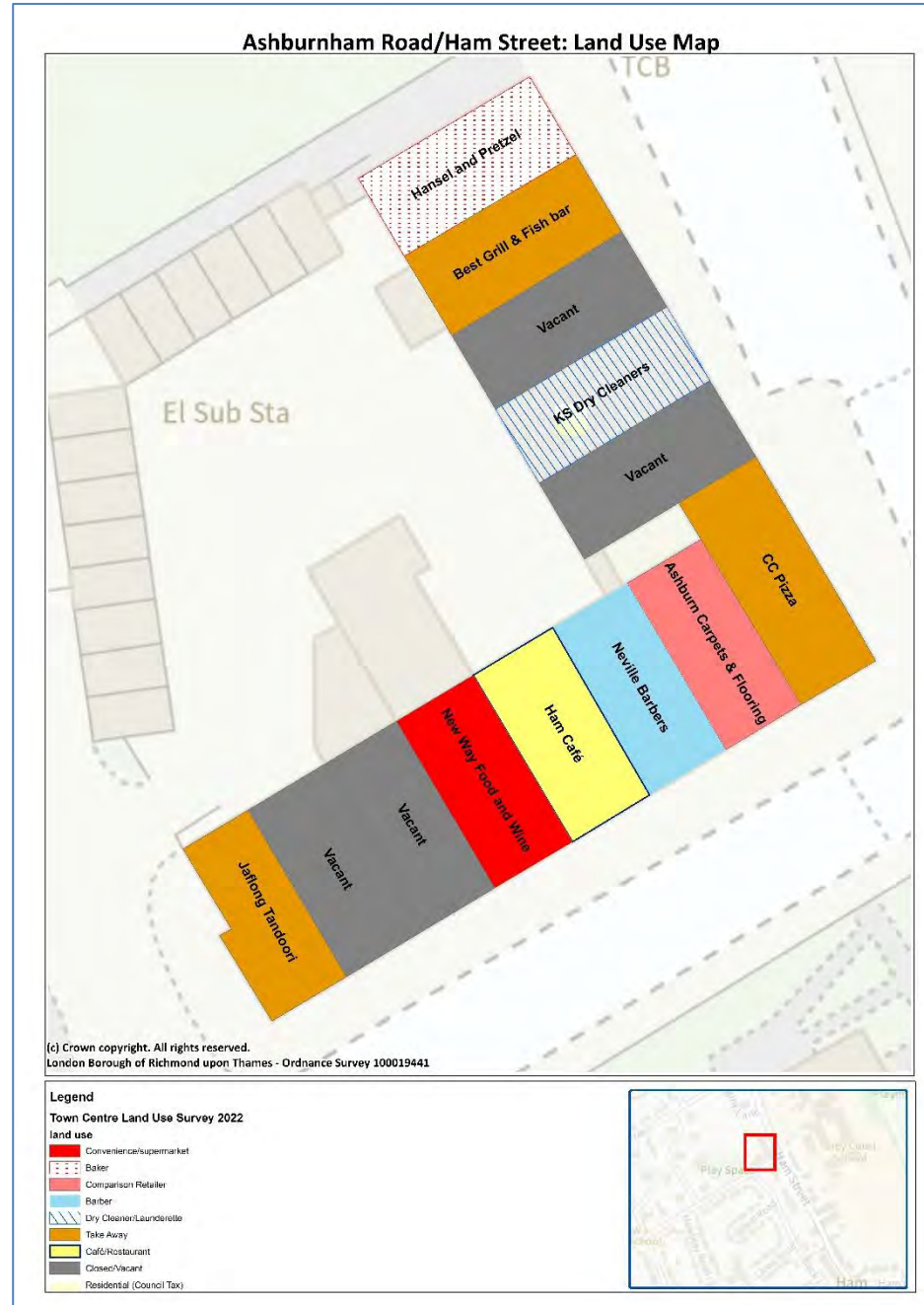
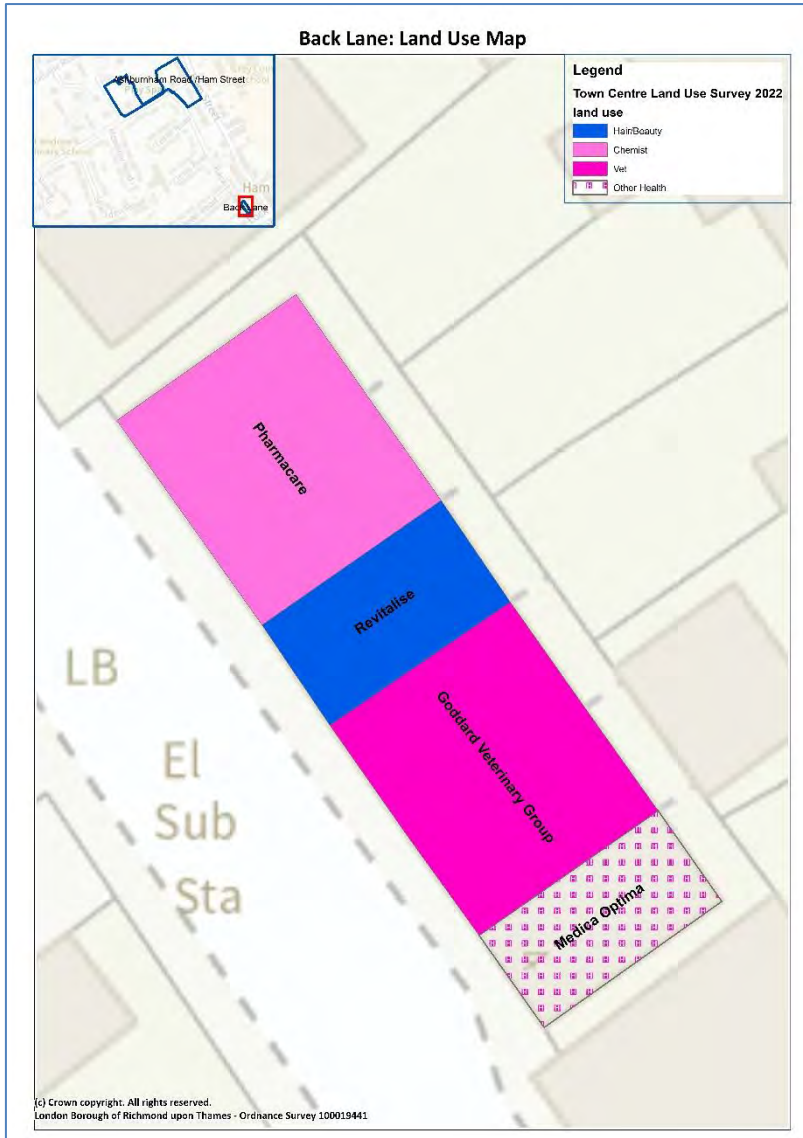
Ham and Petersham also has a very low PTAL. It has been noted that the redevelopment of Ham Close may lead to a significant increase in residents which will need appropriate services.

Composition of centre

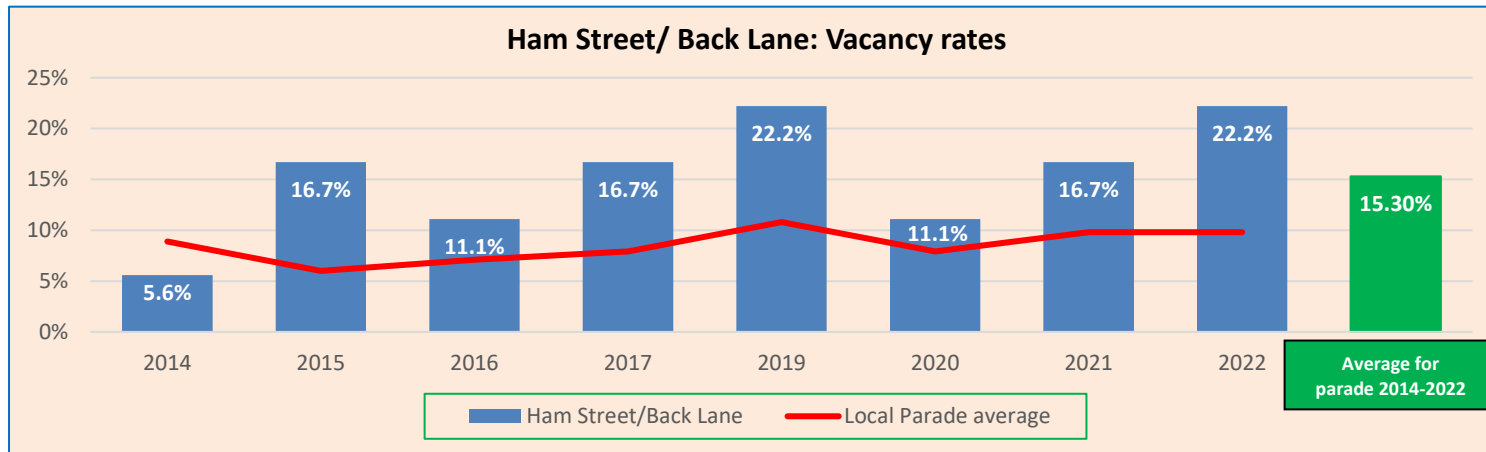
The centre has 18 units recorded in the Council’s annual land use survey¹⁴. The parade’s focus is on essential shops and services, rather than a breadth of uses. Vacancy rates are more than twice as high as in equivalent centres.



Source: SSA Town Centre Land Use Survey 2022¹⁴



Source: SSA Town Centre Land Use Survey 2022¹⁴

**Vacancy data:**

In 2022 Ham Street and Back Lane's all frontage vacancy rate was the highest of the borough's parades at 22.2% far above the average for local parades at 9.8%. Vacancy rates have fluctuated somewhat but since 2014 have consistently been significantly greater than the average vacancy rate. In total there are 4 vacant units in the Ashburnham Rd/Ham Street end (purpose built L-shaped parade). Of these 2 units are long-term vacancies. No 12 Ashburnham Road has not been occupied since 2014 and the unit at 67 Ham Street is also a long term vacant.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Customer views/experience:

Urban Design Study 2023¹²: The strategy is to improve the character of the area by taking opportunities to create a sense of place, enhancing the existing parades and developing a well-defined neighbourhood centre. The functionality and biodiversity value of the area's open spaces, and the quality of its public realm, will also be improved.

Valued features include:

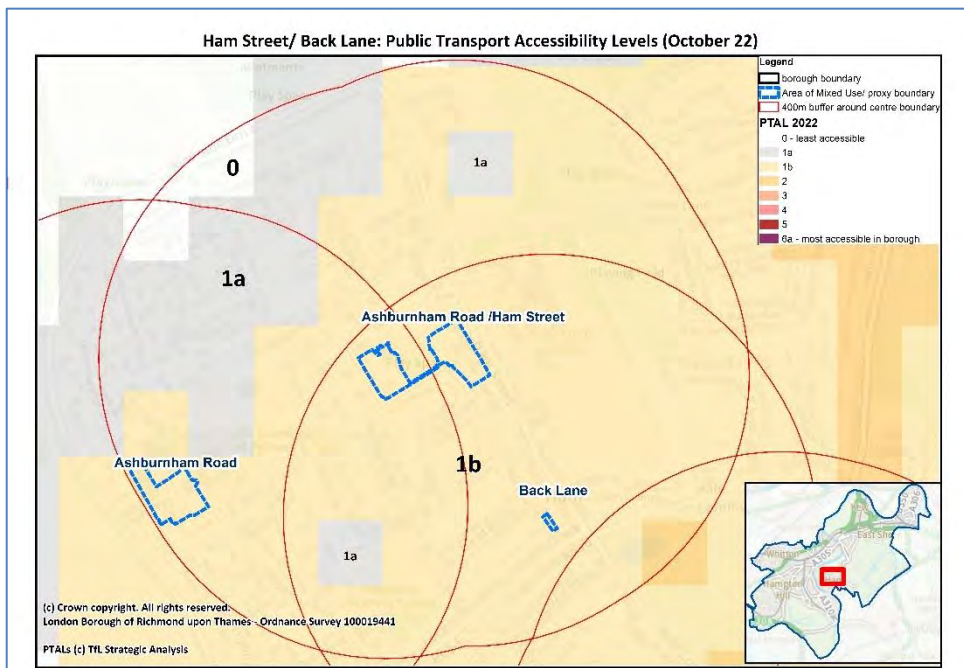
- Open spaces within the residential area, valued for leisure and recreation including Ham Village Green (west of Ham Street) which provides a central, open space for neighbourhood-scale recreation that forms a break in the urban grain and contributes to the village character of the area.
- Recent enhancements to local green spaces, such as more tree planting and wildflower gardens on the Green increase biodiversity value and the attractiveness of the space.
- The distinctive and high quality rural setting of the open spaces including the River Thames, Ham Common and Richmond Park, the majority of which is publicly accessible and designated Metropolitan Open Land. Access to the nearby open spaces for leisure and recreation provides local residents with good access to nature.
- The quiet, suburban and village character, with birdsong, feeling of safety and lack of urban intrusion.
- Local parades, important in providing community services and shops, particularly valued in the context of the relatively poor transport accessibility of the area.

Negative qualities include:

- Lacking a sense of local distinctiveness with few landmarks or focal points.
- Though the low density of the development and do not detract from high quality surrounding green spaces and conservation areas/ listed buildings, they do not necessarily enhance them.
- Poorly connected with no nearby train stations.
- Some incidental green spaces offer little functionality and could be enhanced for biodiversity and aesthetic value.

In 2021 a series of **Community Conversations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the [Council website](#). Some of the key comments raised are as follows:

- Ham Village Green should be enhanced through the provision of soft landscaping, planting, seating and appropriate play and exercise equipment.
- Development should also contribute to reducing the dominance of vehicle traffic along main roads and parades, and provide more space for and improving visibility, accessibility and connectivity for pedestrians and cyclists.
- Use empty shops for charities or young people's provision.

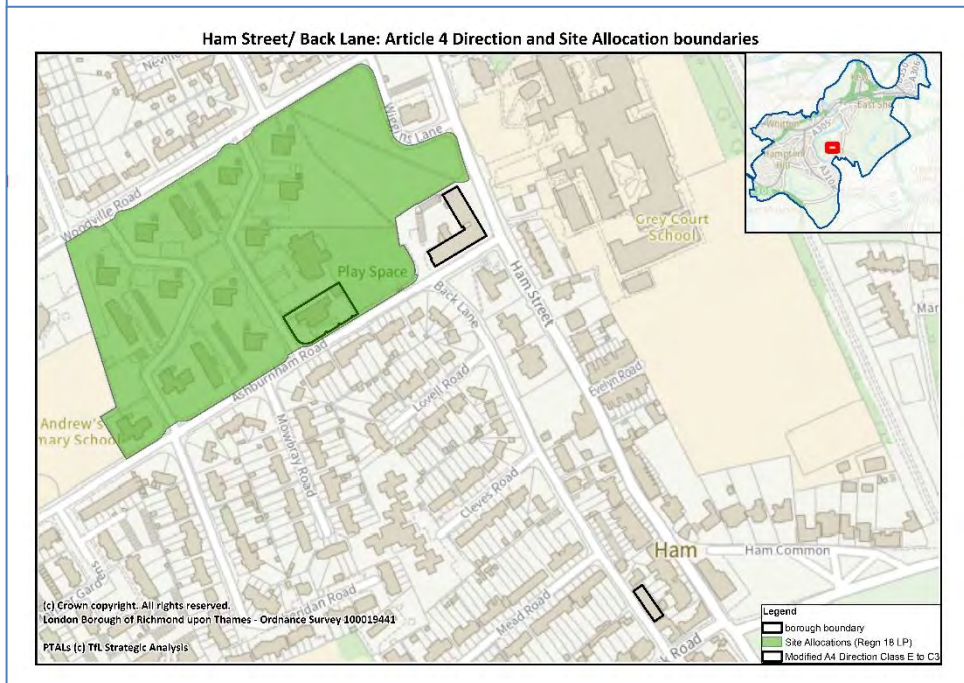


Accessibility⁸:

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

Public transport accessibility in parts of Ham & Petersham is amongst the poorest in the borough for a residential area with PTAL ratings of 0, 1a and 1b i.e. the least accessible.

Source PTALs © TfL Strategic Analysis



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

An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State came into force on 29 July 2022⁵. Boundaries are shown in black and protect important local shopping and services in this part of the borough.

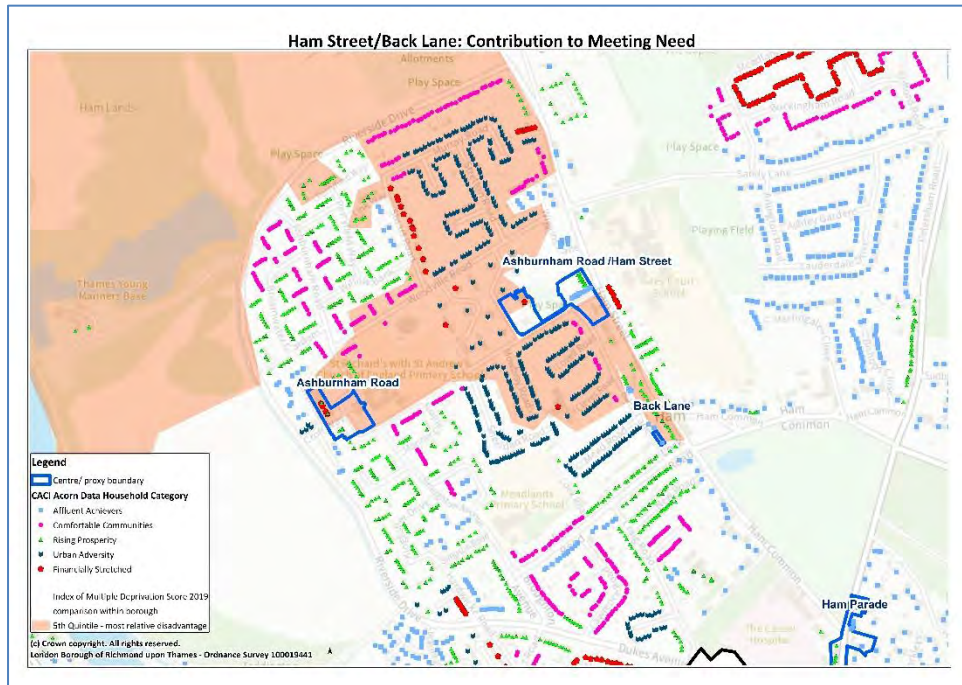
The Ham Close Site Allocation has the potential to increase the number of residents in the area which could have a positive impact on centres in terms of additional available spend. See [RHP Regeneration Proposals](#) and [Planning Application](#). The application is for an additional 260 homes. Construction is expected to commence in Winter 2023.

Full text of the Area Strategy for Ham & Petersham and the Site Allocations form part of the Regulation 19 Local Plan and can be viewed on the Council's website³.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:	(significant at Grey Court)	Conservation Area	CA 23: Ham House Partly (Back Lane within)	KOA/KBA:
Baker	✓	Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	✓ Proposed LGS adjacent at Library Gardens & Ham Village Green, playground adjacent POS – Ham Village Green	Listed Building	Not within but close to boundary	
Butcher		Health facilities/vet:		Gym/fitness	(outdoor gym) Indoor sports facilities at Ham Hall (Youth Club)	BTM	Not within but close to boundary	ILBP:
Newsagent		GP/health centre	✓	Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL	Nearby	Other
Chemist	✓	Vet	✓	Music venue/night club		OOLTI	Adjacent & Nearby	
Dispensing?	yes	Food & Beverage offer:		Hotel/guesthouse		LGS	Proposed local greenspace.	
supermarket/ general store etc	✓	Pub/wine bar		Other e.g. Job centre, police shop	(police shop closed)			
Provision: independents		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school	Grey Court secondary school opposite			
		Other:		Day nursery				
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre	✓ housing Youth Club			
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant		Library	✓			
				Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value = N								



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

CACI Acorn Household Category

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

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

This centre along with Ashburnham Road is clearly serving an area which is relatively disadvantaged⁹, in which most households are categorised as “urban adversity” in the ACORN dataset.

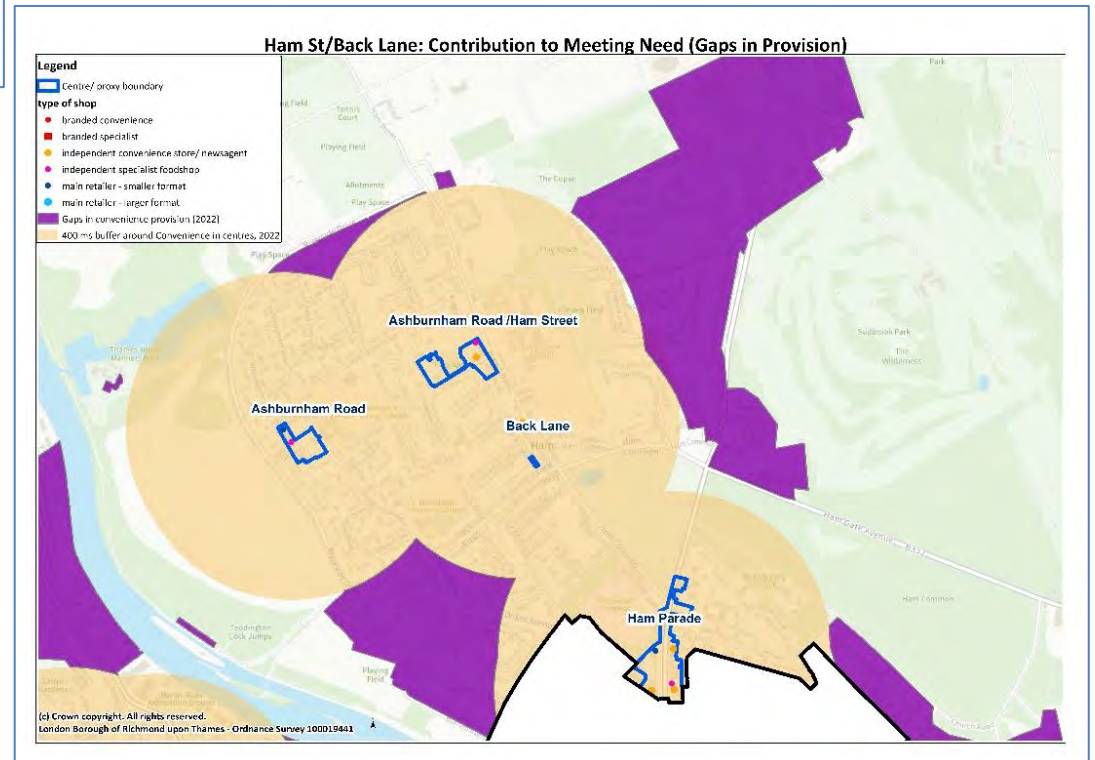
Centres meeting the needs of those living more than 400 metres from provision:

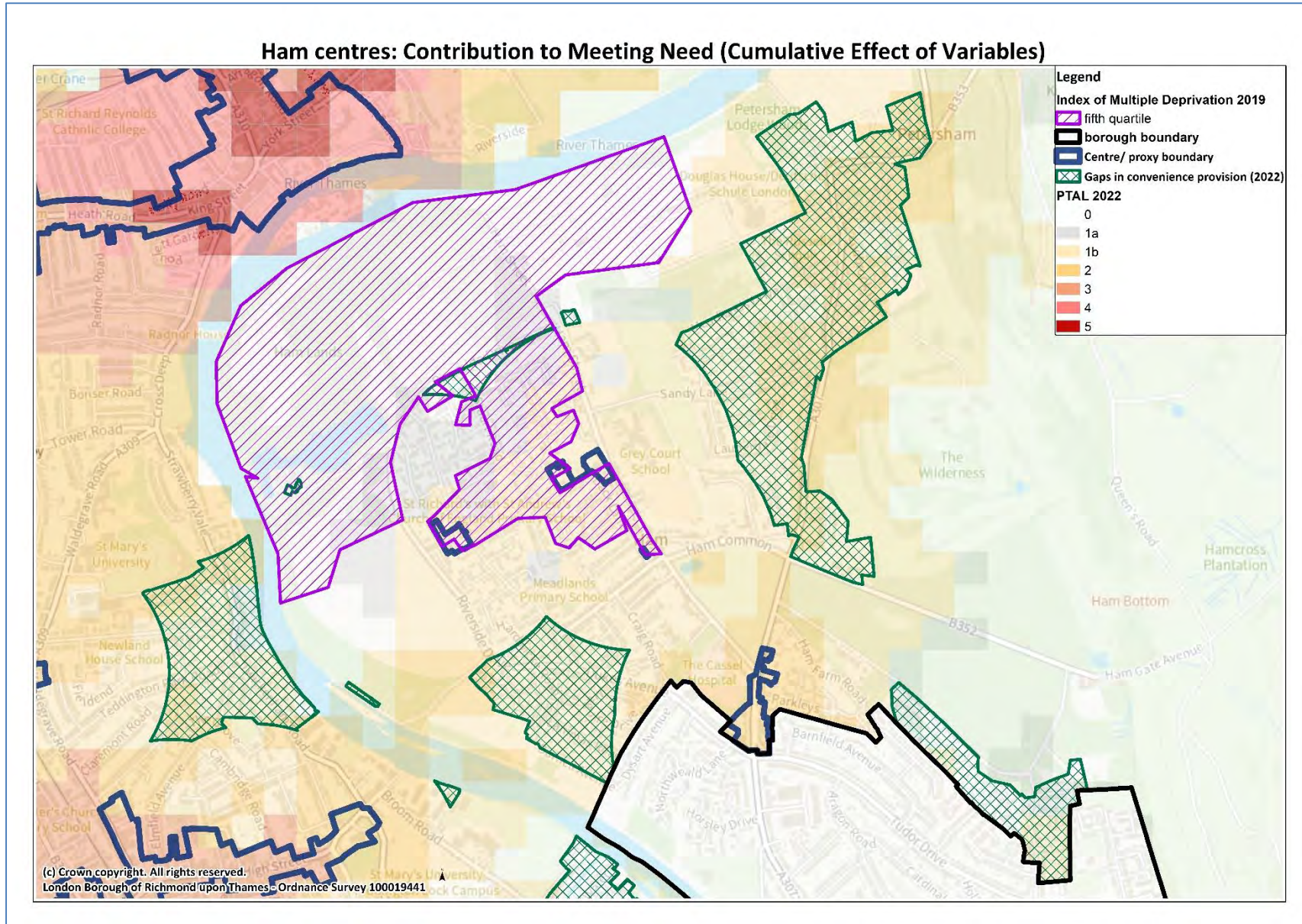
Residential areas more than 400 metres from existing convenience provision have been mapped 2022. Please Technical Appendix in Volume 1 for details.

Ham centres are located within a bend in the River Thames which somewhat isolates them from the wider area. East of Ham & Petersham is also bounded by Richmond Park. It is clear from the map opposite that these centres are very significant in meeting essential need for residents.

Cumulative impact of variables:

In this part of the borough the three variables intersect as shown on the map below.





Source: SSA GIS mapping

Summary:

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 – dependent on bus services, being located in a bend in the River Thames.

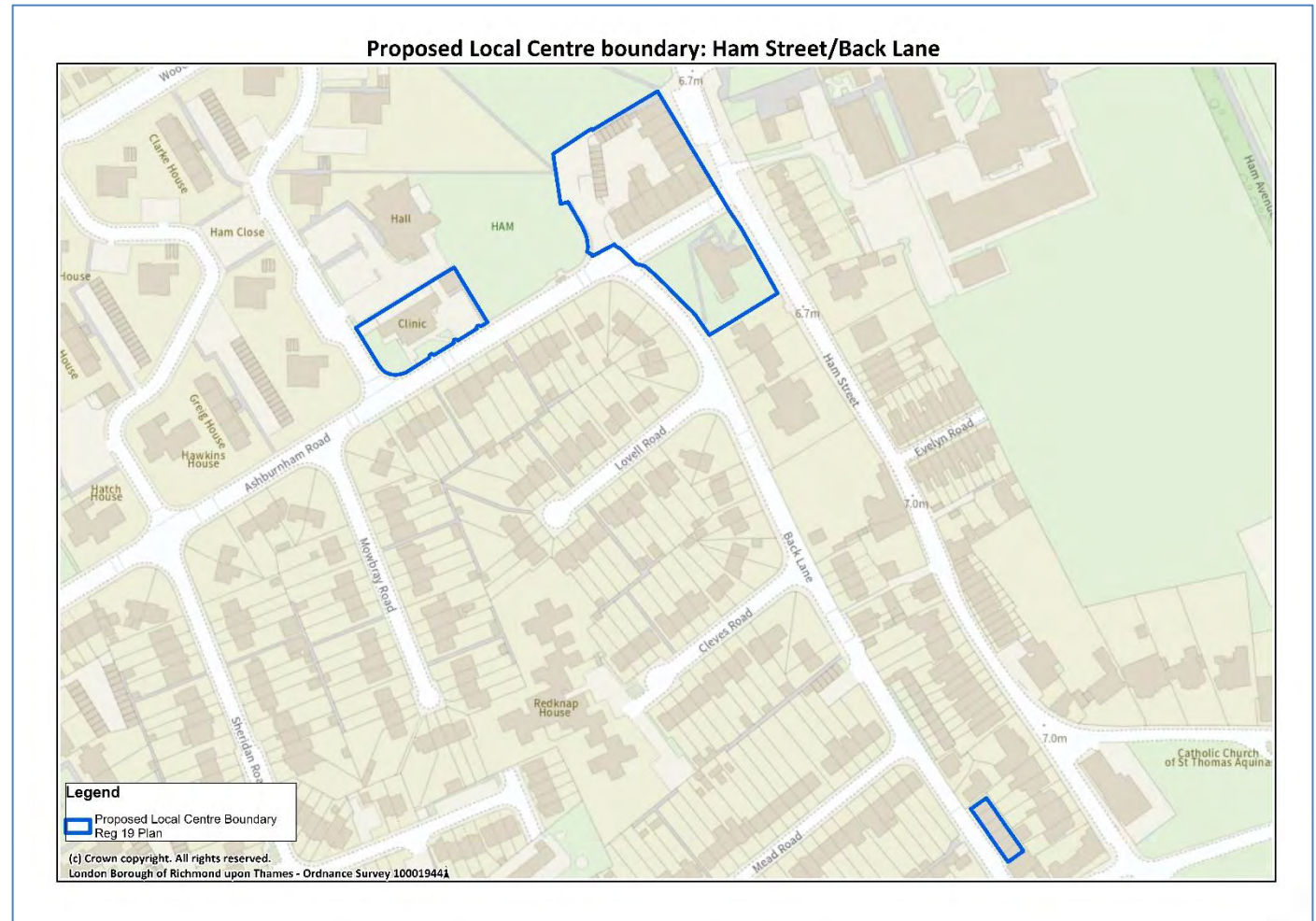
The Ham Close development which now has planning permission, could increase spending available to support this and the other nearby centres.

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.

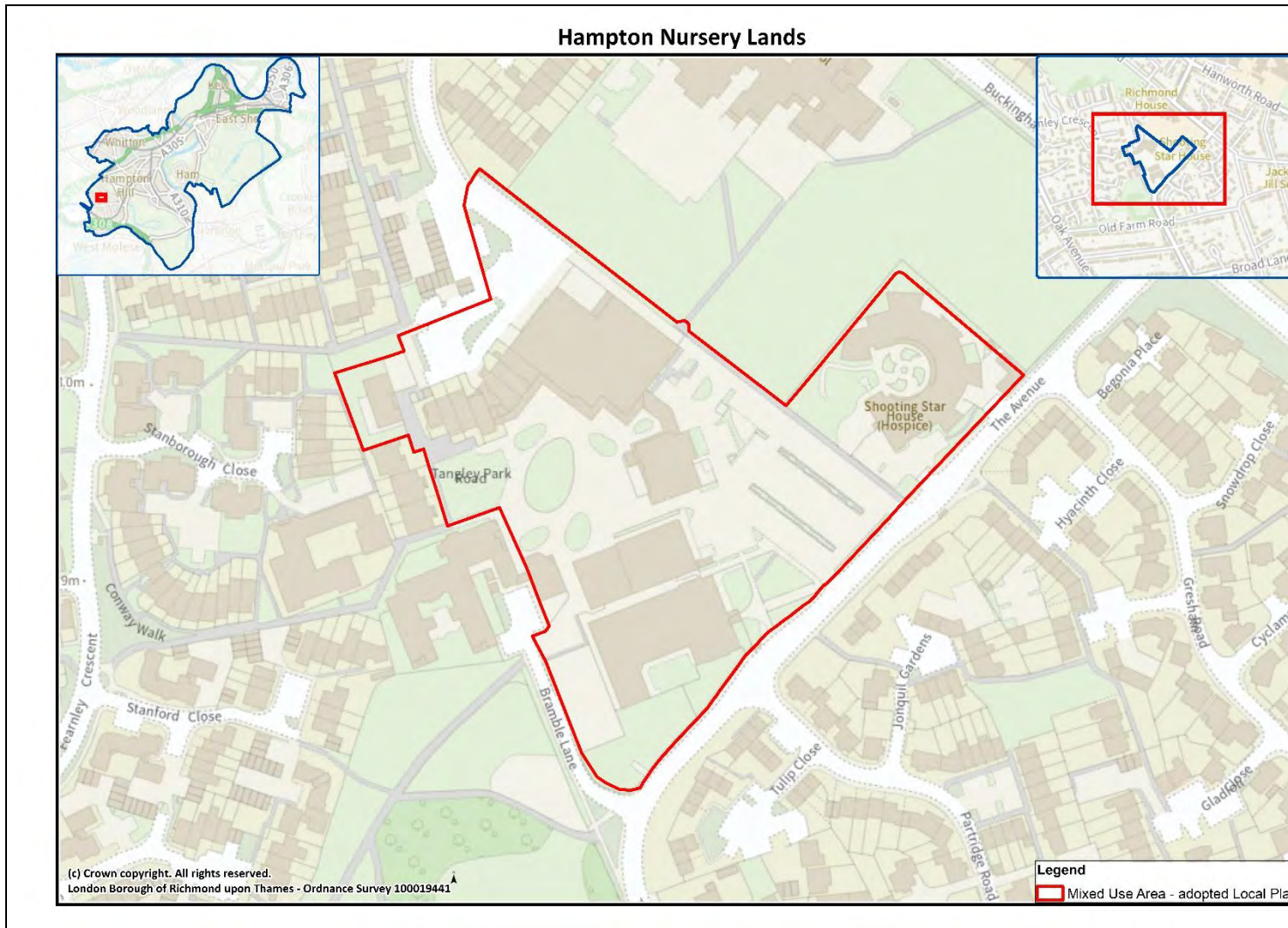
Recommendations:

Hierarchy: No change

Boundary: This parade did not have a defined Area of Mixed Use boundary previously and it is recommended that to facilitate policy application a Local Centre boundary is proposed as shown in the map opposite which will be shown on the Policies Map. As proposed it includes the clinic and dentist on Ashburnham Road and excludes the community hall which will be re-provided as part of the Ham Close redevelopment. The boundary includes the Library and its gardens and the row of shops on Back Lane.



4.4 Hampton Nursery Lands



Tangle Park Road



Overview: This centre to the southwest of the borough is anchored by a neighbourhood J Sainsbury store. It falls primarily within PTAL 1b, indicating poor public transport accessibility.

There is no overlap with the catchment areas of other neighbouring centres making the centre a critically important local facility. There are residential areas surrounding the centre’s 400 metre buffer on almost all sides which do not have alternative facilities within easy walking distance. In addition, the centre serves two of the most relatively disadvantaged Super Output Areas¹⁸ in the borough where historically car ownership has been below the borough average.

Policy & designations:

Adopted plan¹: Hampton Nursery Lands is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy and is defined by an Area of Mixed Use boundary.

11-32 (consecutive) Tangle Park Road. KSF at Nos. 26-30 (consecutive). SA 1 – Hampton Square, Hampton.

Regulation 18 Local Plan: as adopted Plan. SA 1 – Hampton Square, Hampton.

Publication Local Plan (Regulation 19): local centre boundary, SA 1 – Hampton Square

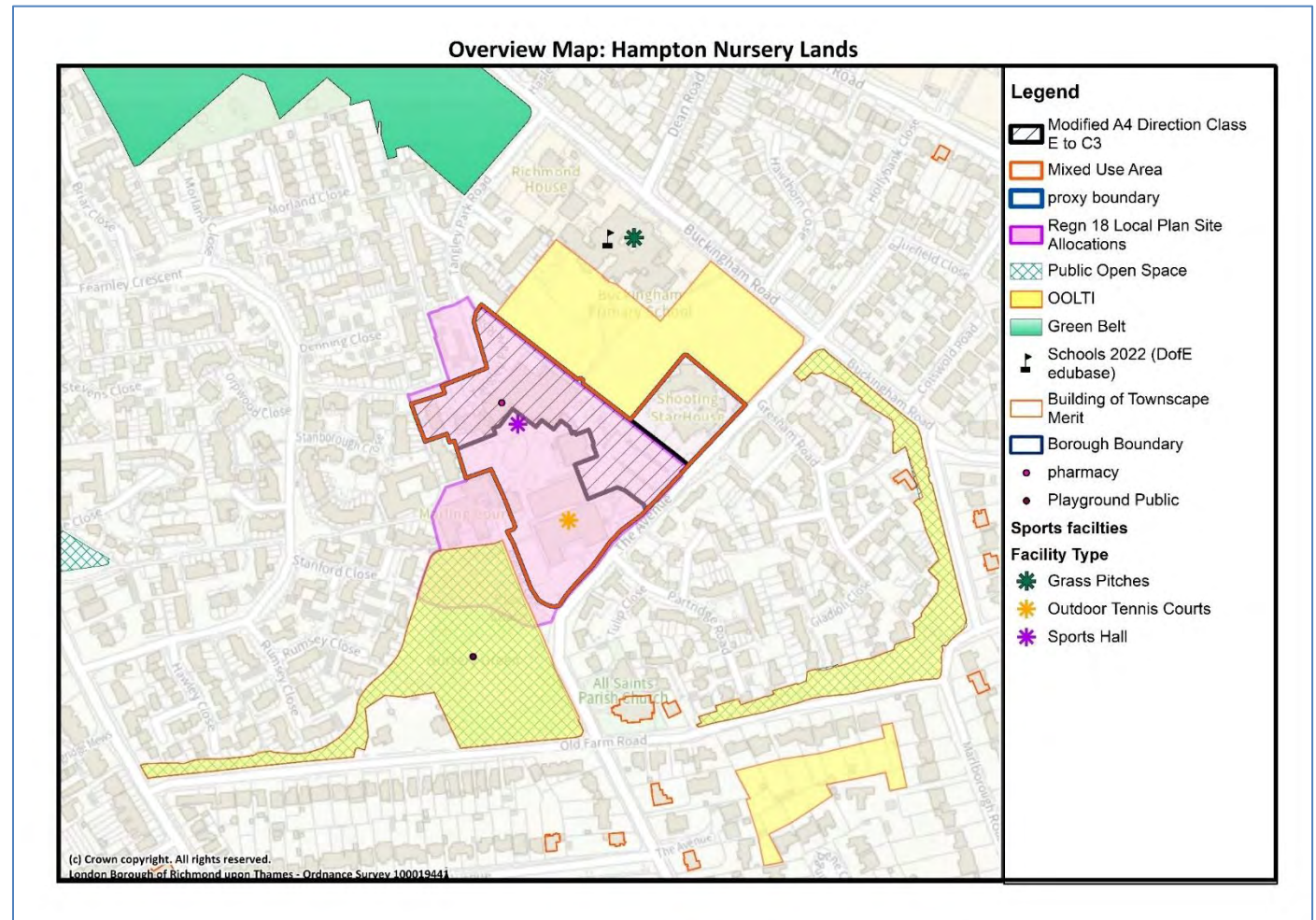
Area Strategies:

The Publication Local Plan (Regulation 19)– “...the suburban character should be enhanced, with the potential for positive change which is sympathetic to the area’s valued features.”

The Vision – “The vision is to bring together the different areas of Hampton as a community with facilities to meet local needs. The characteristic local urban scale, and rural feel with its parks, green spaces and riverside, will be retained and there will be a more diverse range of shopping, an improved cultural offer and high quality local schools to reinforce Hampton as a vibrant community within the borough.”

Related strategies/plans specific to area:

- [Village Plan SPD¹³](#) – reinforces Planning Policy Aims for Hampton, including:
 - local shopping areas at Hampton Village and Hampton Square will continue to perform well and thrive, providing shopping and other services to meet local needs. Shopfronts, signs and advertisements will maintain local character.
 - Facilities to meet community and social infrastructure needs will be sought, to help reduce inequality and support the local economy.

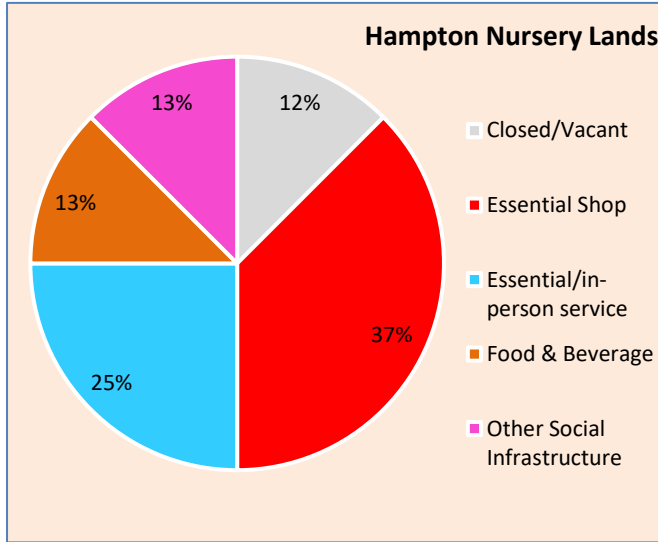


Regulation 18 Local Plan consultation²⁴: No responses specifically relevant to this centre.

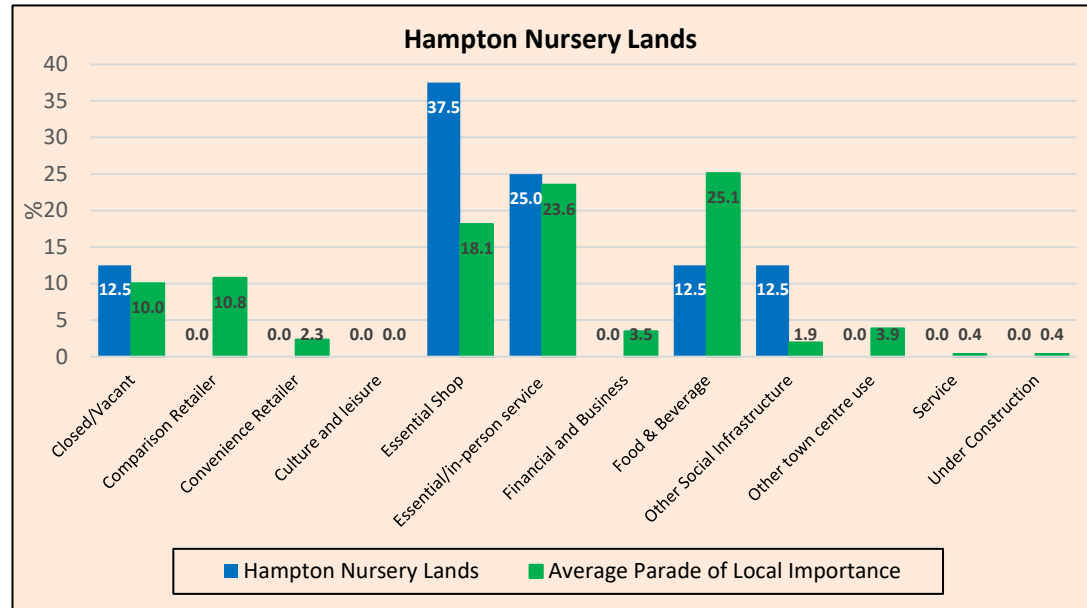
Urban Design Study 2023¹²

- Hampton Nursery Lands is located within the Hampton & Hampton Hill character area.

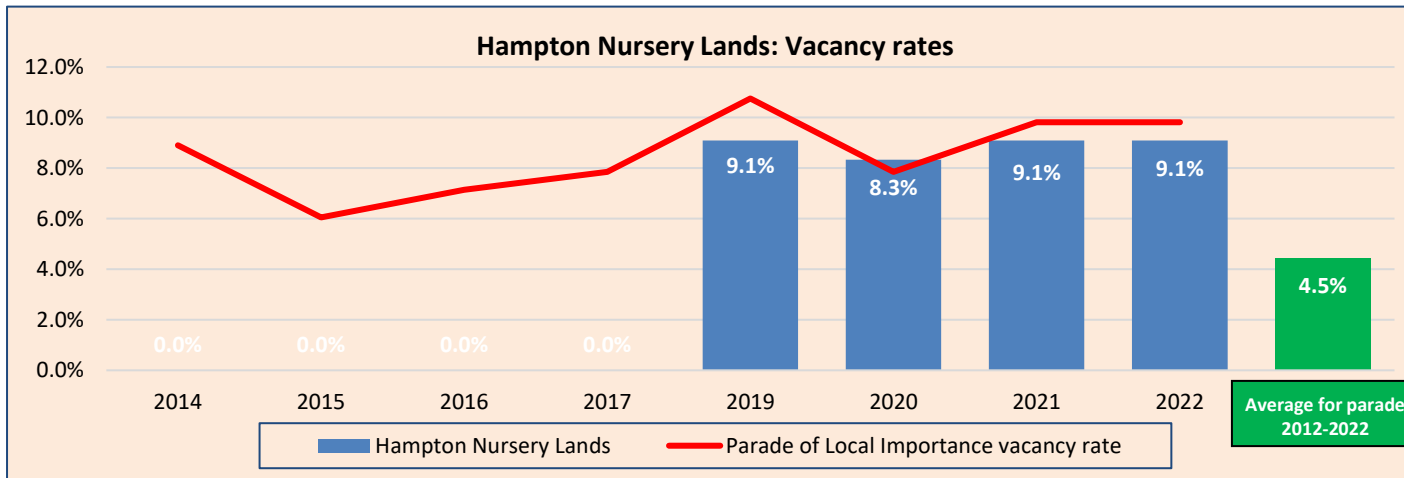
Composition of centre



Source: SSA Town Centre Land Use Survey 2022¹⁴



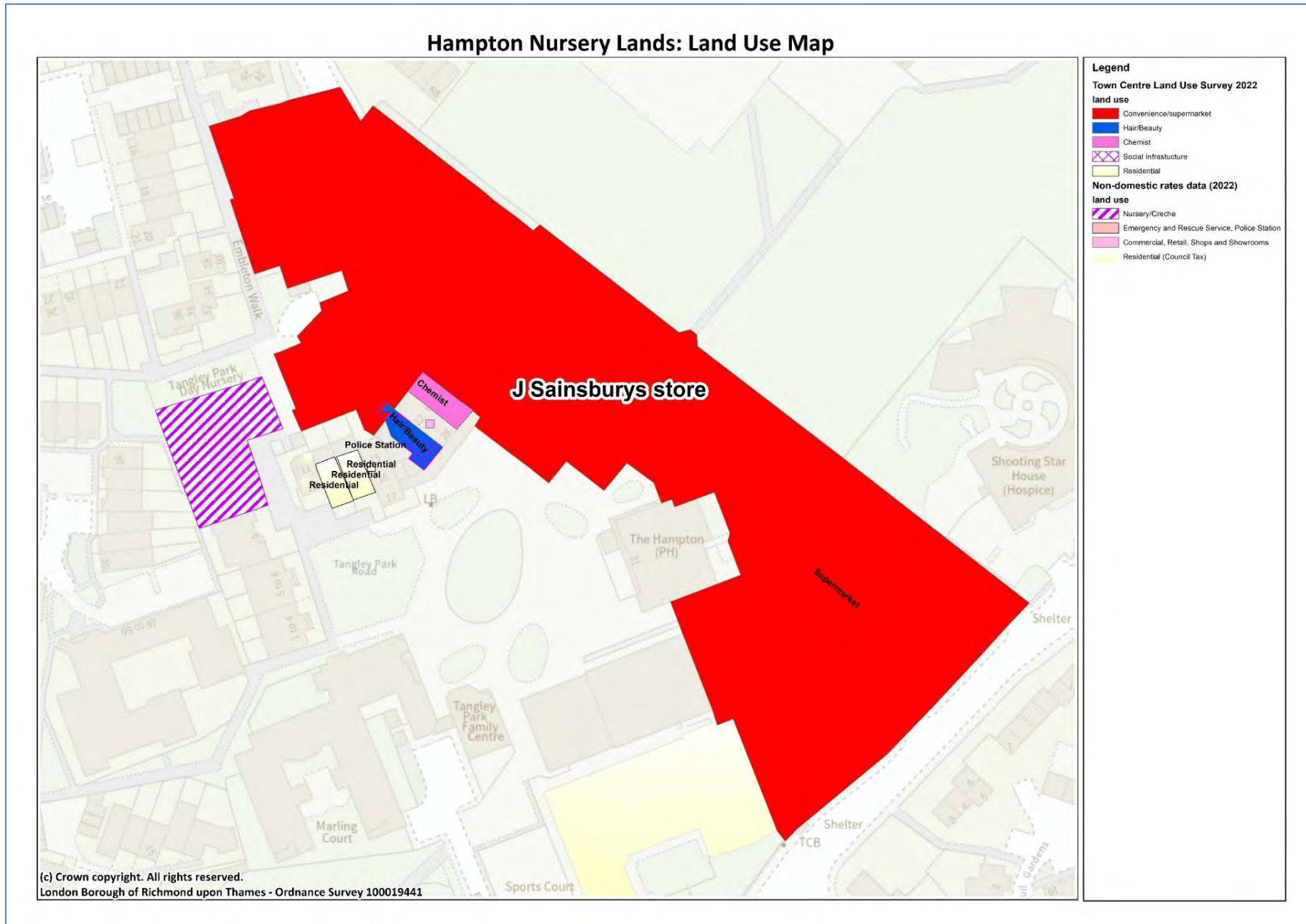
According to the Council's Town Centre Land Use Survey 2022/14, Hampton Nursery Lands has 8 commercial/community units including essential shops such as Sainsburys, Costcutter, and Boots pharmacy. There is also one unit occupied by the Metropolitan Police as a base for a Safer Neighbourhood Team.



Vacancy data:

In 2022 the all-frontage vacancy rate for Hampton Nursery Lands was 9.1% which amounts to only one vacant unit. A hairdresser/beauty salon used to operate in more than one unit in the parade on Percy Road and now appear to have rationalised their business into one unit.

Source: SSA Town Centre Land Use Survey 2022¹⁴



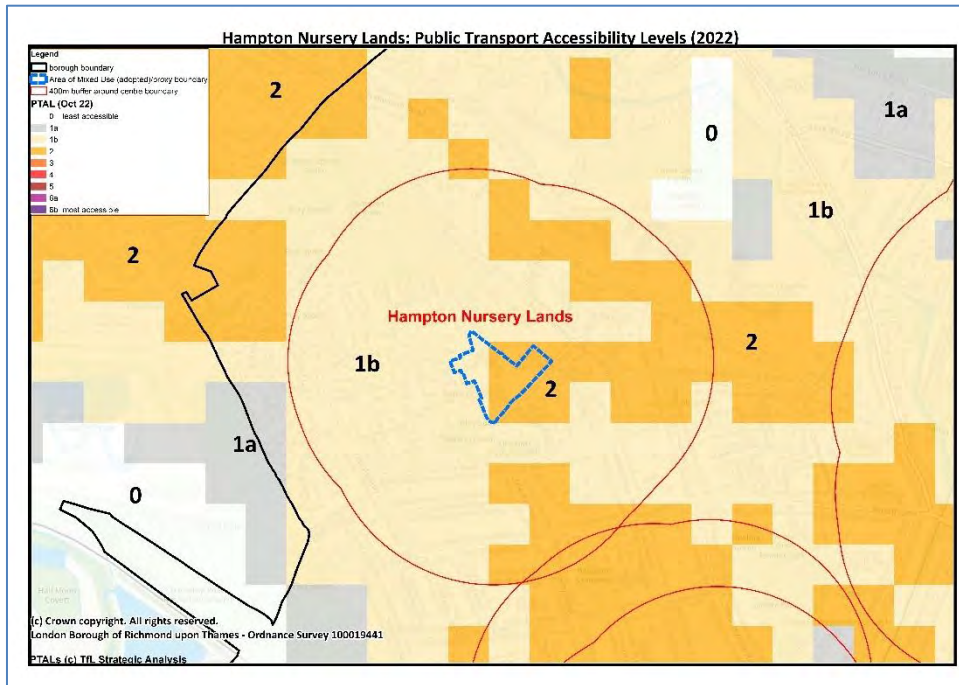
Source: SSA GIS mapping

Customer views/experience:

Urban Design Study 2023¹²:

Negative qualities: Poorly connected, with a relatively poor PTAL rating of 1b across most of the area. Sainsburys and commercial development around Hampton Square, which is poor quality.

In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. No specific comments were raised about this area.

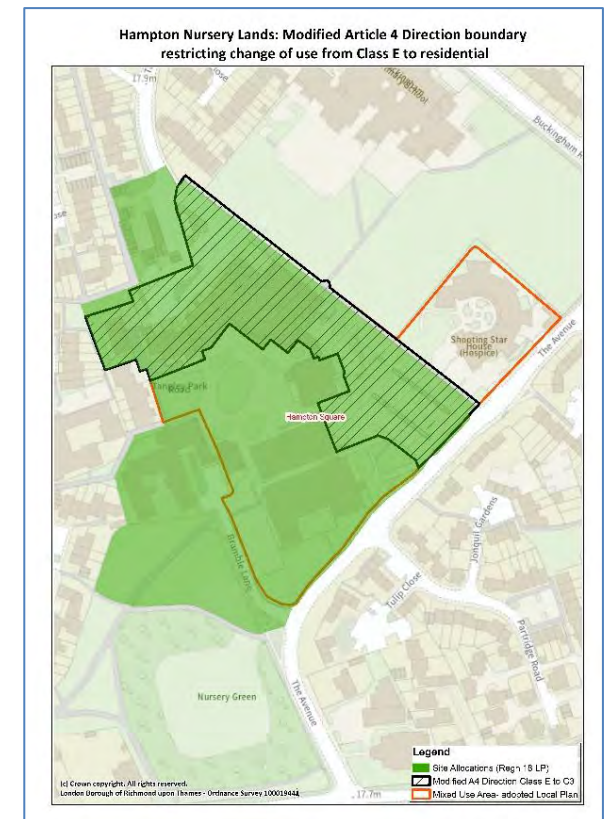


Accessibility⁸:

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

Hampton Nursery Lands serves residents living in some of the least accessible in the borough in terms of public transport as illustrated by the map opposite.

Source PTALs © TfL Strategic Analysis



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

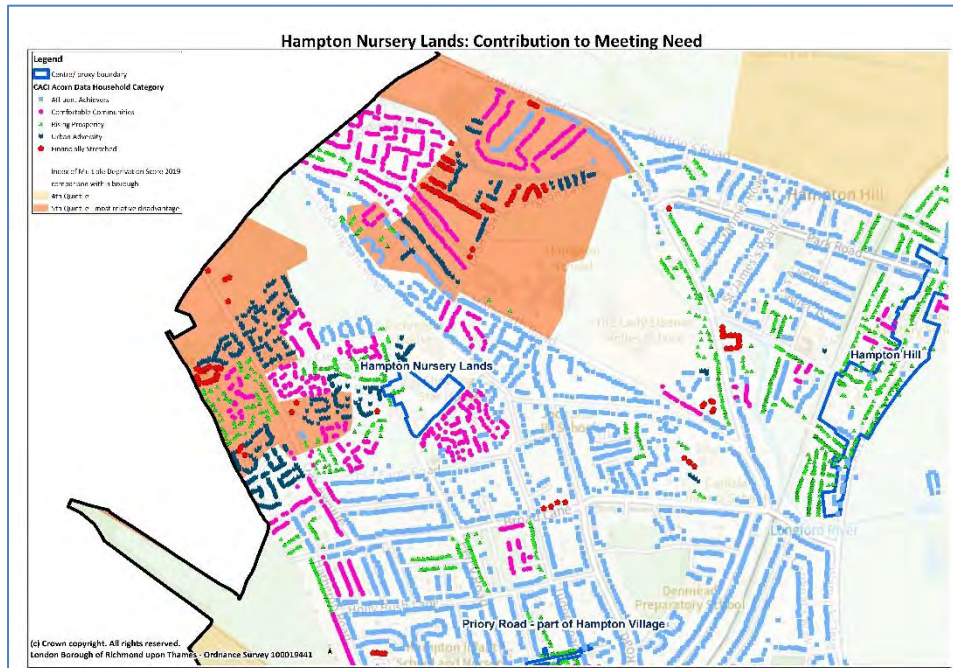
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State came into force on 29 July 2022 reflecting the importance of the centre in meeting local need⁵.

Site Allocation 1- Hampton Square is illustrated opposite (summarised as - redevelopment to provide a rejuvenated square contributing to the vitality of the centre). Full text of the Area Strategy and the Site Allocations which form part of the Publication (Regulation 19 Local Plan) and can be viewed on the Council’s website.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area		KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	Nursery Green	Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM		ILBP:
Newsagent		GP/health centre	Shooting Star Children's Hospice	Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence		Physiotherapist/osteopath		Cinema		MOL		Other
Chemist	✓	Vet		Music venue/night club		OOLTI	To the north - Buckingham Junior School To the south – Corner Old Farm Road and The Avenue	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:	✓	Hotel/guesthouse		POS	To the south- Nursery Green Hampton	
Provision: Sainsburys, Costcutter		Pub/wine bar	Hampton Alehouse	Other e.g. Job centre, police shop	Police - Safer Neighbourhoods Team			
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away		School / pre-school	YMCA Hampton Preschool Hampton School & Lady Eleanor Holles nearby			
		Other:	✓	Day nursery	Montessori			
		Launderette/Dry Cleaner		Tutor/education centre				
		Bank/building society		Community Centre	YMCA White House Tangley Park Children's centre			
		ATM Sainsburys		Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value= N								



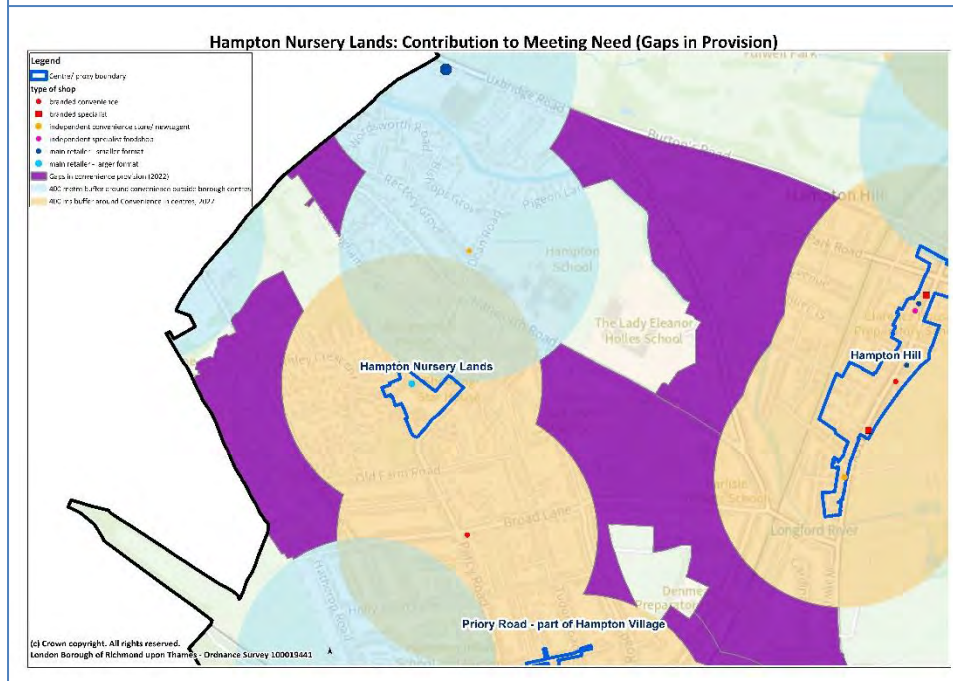
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

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

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

Hampton Nursery Lands is serving several areas identified as being relatively disadvantaged according to the Index of Multiple Deprivation 2019⁹ (orange shading)– notably to the north and west.



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

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

This parade largely centred around the Sainsburys neighbourhood store at Tangle Park Road, is very significant in terms of meeting the needs of those for whom alternative convenience provision is not within 400 metres as illustrated by the map opposite.

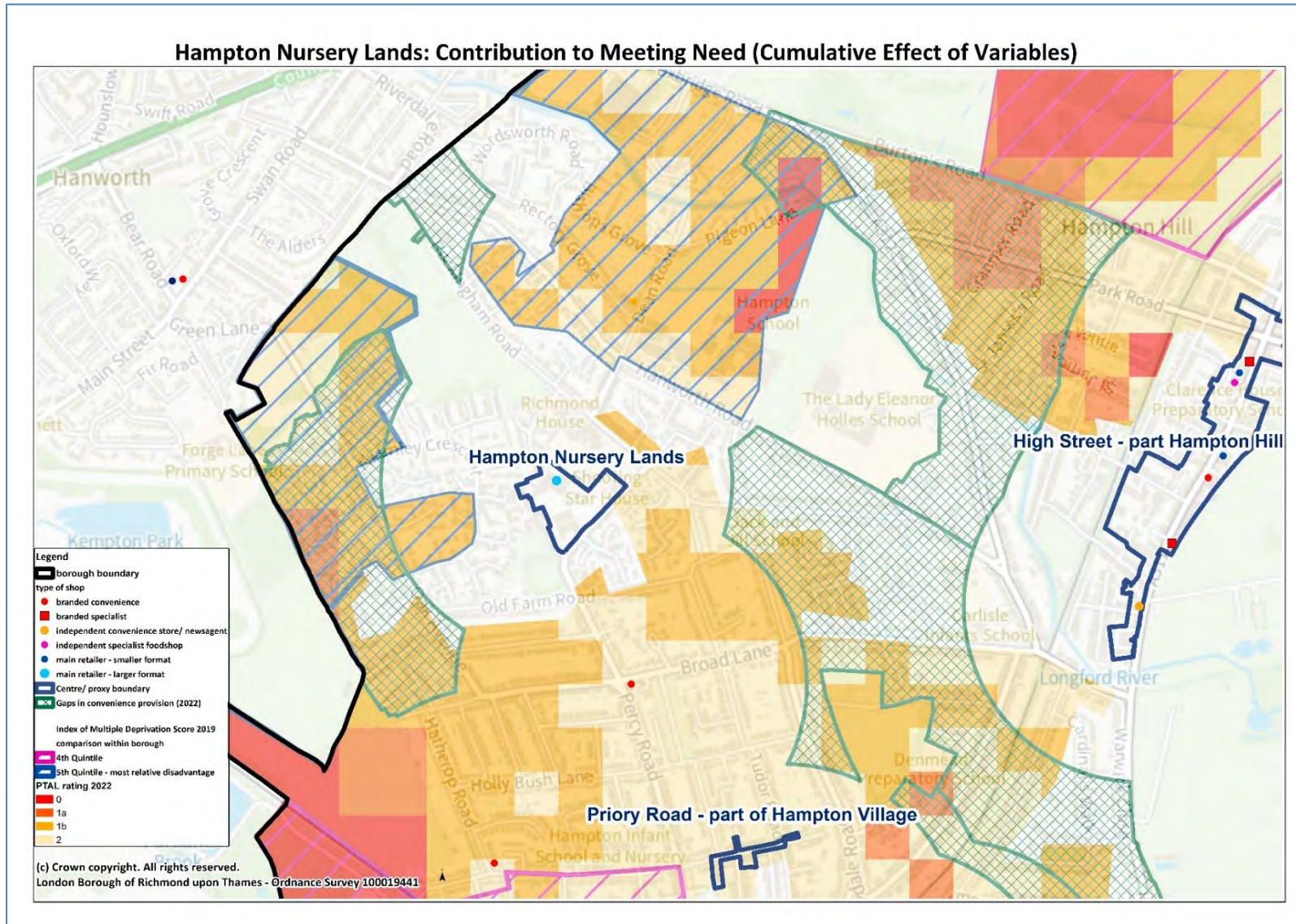
It is in fact over 850 metres from the Priory Road section of Hampton Village, and over a kilometre to the southern tip of Hampton Hill local centre.

The Costcutter on Percy Road has historically been recorded as part of Hampton Nursery Lands centre. Should this shop close the area which is an identified gap in provision would extend further to the south.

Source: SSA GIS mapping

Cumulative impact

Hampton Nursery Lands is one of the few centres which is **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.** Please see the following map.



Source: SSA GIS mapping

Summary

This is a small parade of shops which consists of only 5 units, one of which is a 1970s neighbourhood-sized J Sainsburys - the main source of top-up shopping for the area. 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 this 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 context⁹ and with poor public transport accessibility.

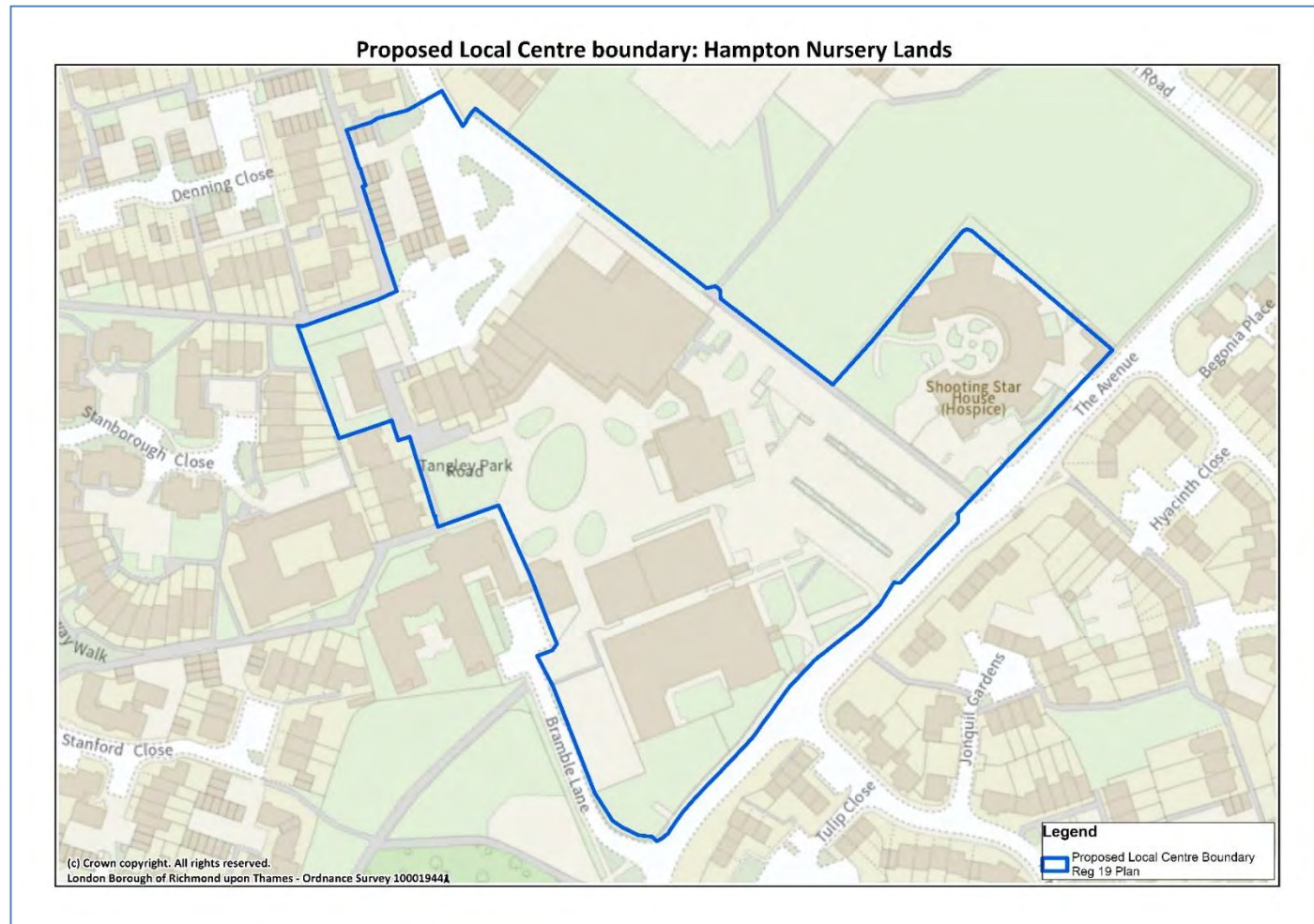
This parade has been consistently fully occupied. Its role and location warrant its inclusion as an Important Local Parade in the hierarchy.

Recommendations:

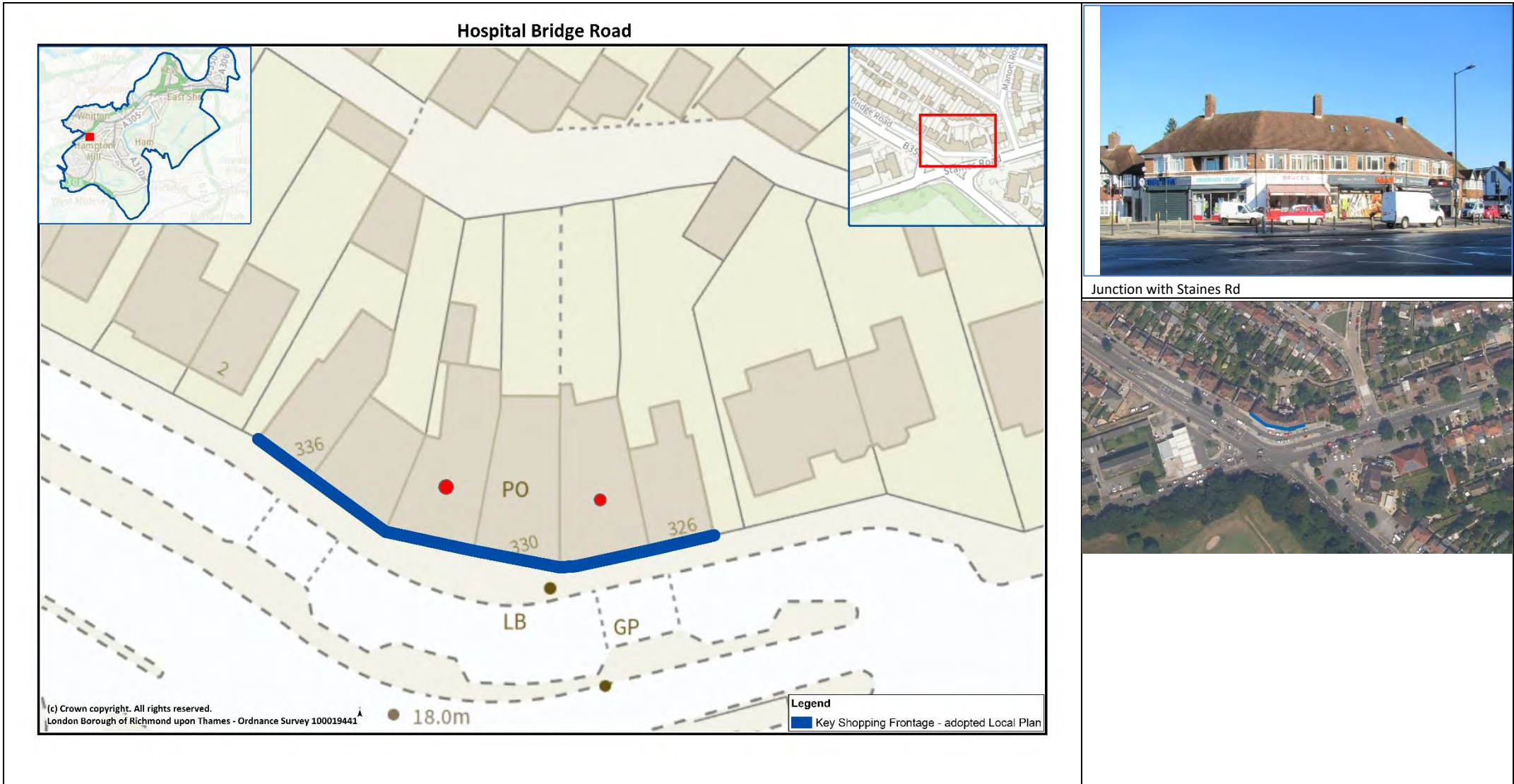
Hierarchy: No change. Parade very important in meeting local need. The J Sainsbury store provides much of the convenience provision for the area.

Boundary: It is proposed that the adopted Area of Mixed Use boundary (AMU) is replaced with a Local Centre Boundary (LCB) to facilitate policy application as illustrated on the map opposite and will be shown on the Policies Map. The LCB incorporates minor adjustments to align better with the Site Allocation 19 – Hampton Square, particularly to north where the adopted boundary dissected the car park.

Properties on Percy Rd are not included as it is considered that they are too peripheral to the main area and not covered by an Article 4 Direction restricting change of use from Class E to residential⁵.



4.5 Hospital Bridge Road



Overview: This parade is located at the intersection of Staines Road and Hospital Bridge Road to the north of Fulwell Golf Course. There is a good selection of convenience retailers in this small frontage of 5 units which provide essential local shopping opportunities.

Policy & designations:

Adopted plan¹: Hospital Bridge Road is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy. 326-336 (even) Staines Road, Twickenham defined as Key Shopping Frontage (KSF). No Area of Mixed Use boundary defined.

Regulation 18 Local Plan: KSF as adopted.

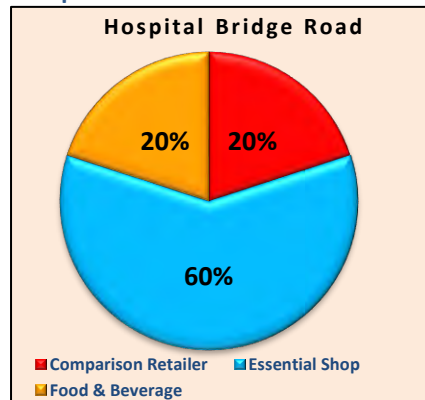
Publication Local Plan (Regulation 19)³: Local Centre Boundary.

Related strategies:

- [Twickenham Village Plan SPD¹³](#) refers to the area being well served by a small parade of shops. “These are characterised by a curved tile roof and red-brick frontage, distinctive protruding chimneys and vibrant shopfront signage and canopies.”
- [Urban Design Study 2023¹²](#)
Character area design guidance for the area: Develop a well-defined neighbourhood centre to the settlement/enhance local parades. Encourage mixed-use areas, including restaurants, cafés, pubs, and community/leisure facilities, to generate a sense of activity and vibrancy along main roads.

Regulation 18 Local Plan Consultation²⁴: - no specific comments relating to this parade.

Composition of centre



This parade has only 5 units recorded in the Council’s annual land use survey, three are occupied with essential shops and services, one with a joint off-licence/take away and one vape shop.

Vacancy data:

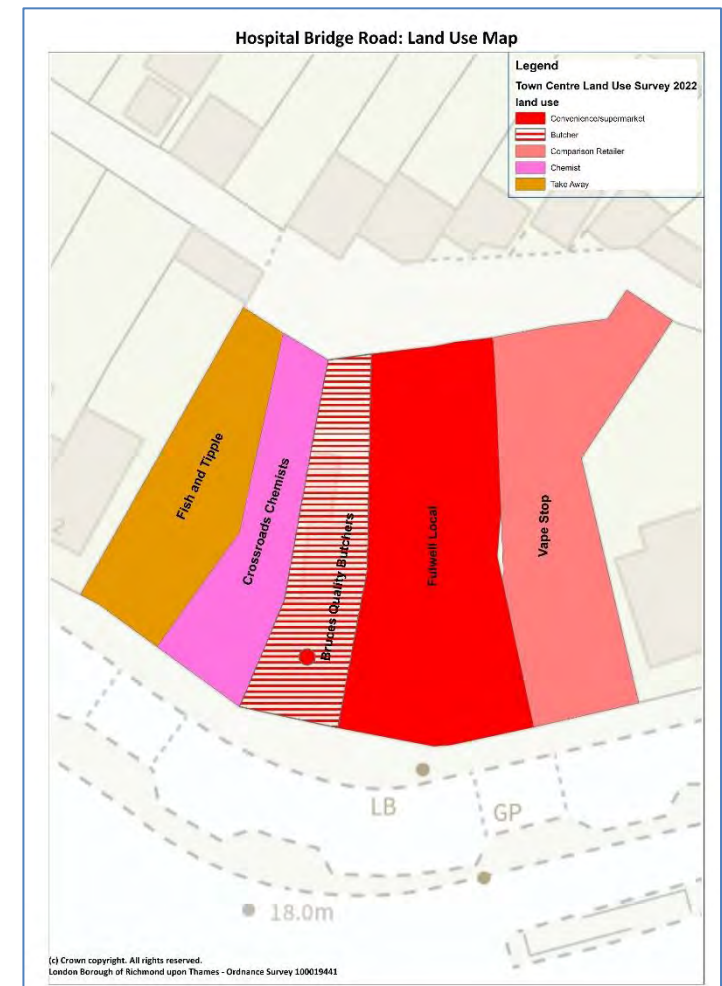
No vacancies in the centre, which has typically been the case historically:

2014	2015	2016	2017	2019	2020	2021	2022	Average
0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

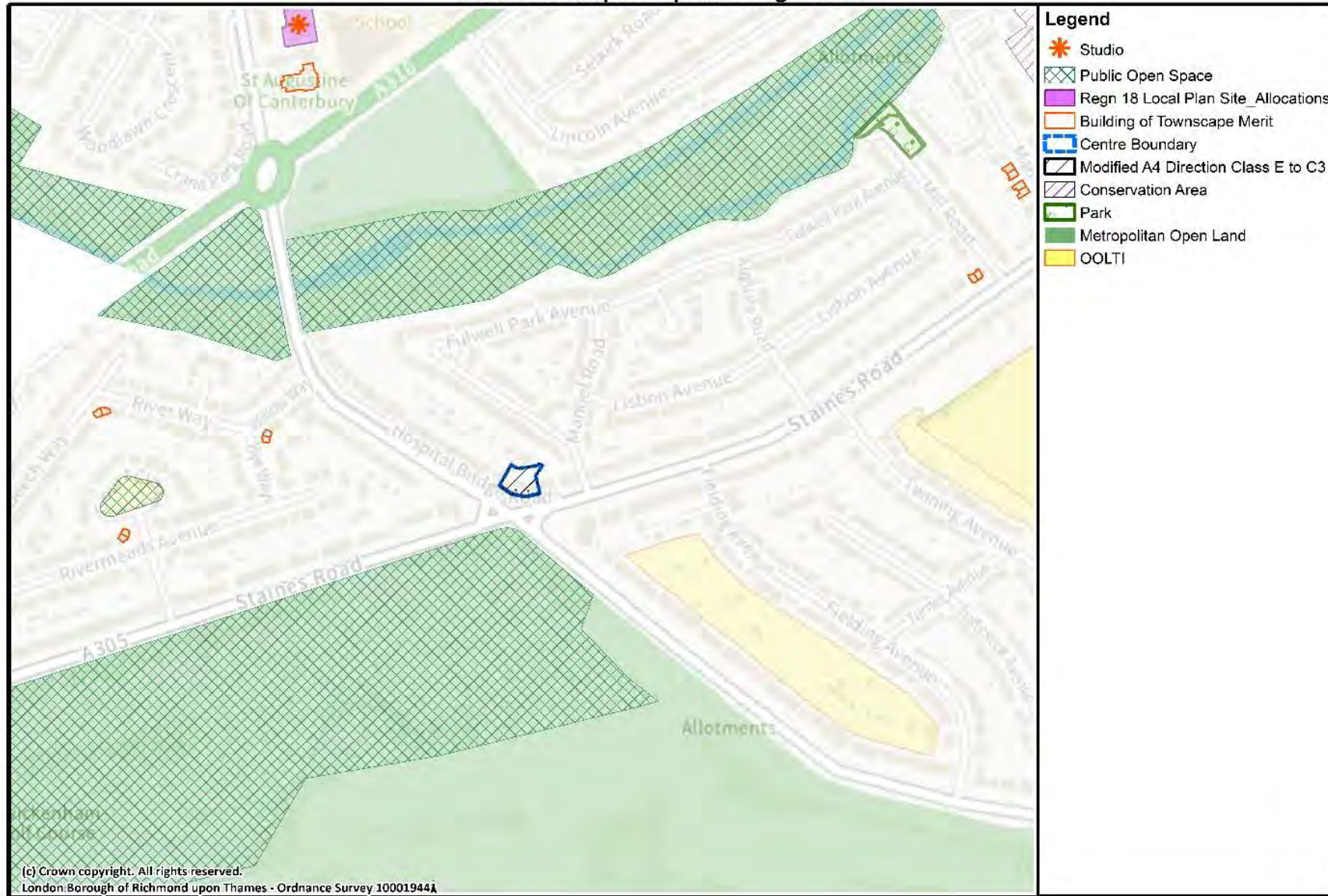
Customer views/experience:

In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. No specific comments were raised about this parade.

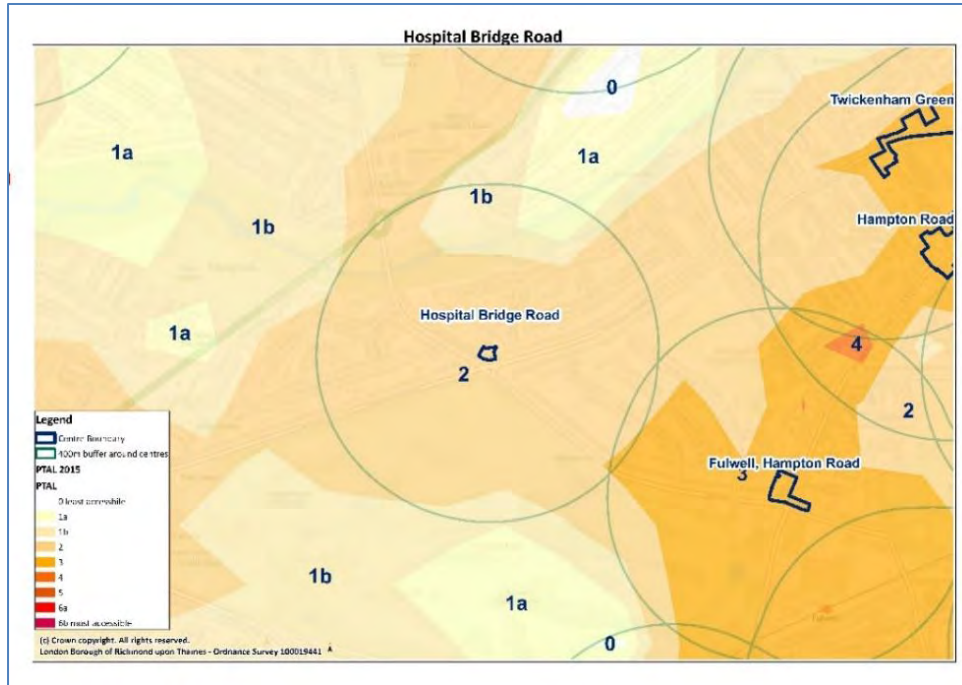
Urban Design Study 2023¹² Valued features: Distinctive small shop parade at the corner of Staines Road and Hospital Bridge Road with a curved tiled roof and red-brick frontage and characterful chimneys.



Overview Map: Hospital Bridge Road



Source: SSA GIS mapping



Accessibility⁸:

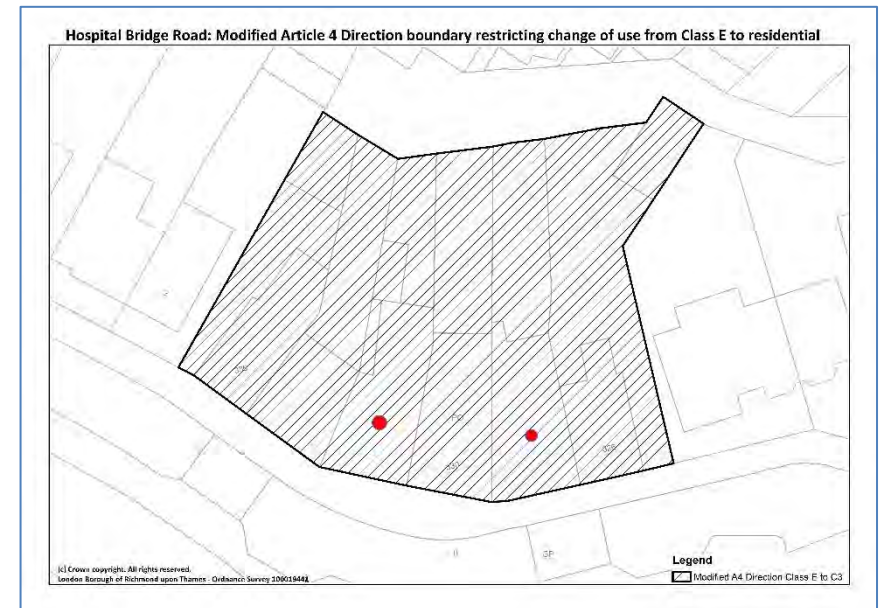
PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

Hospital Bridge Road parade has relatively poor public transport accessibility. Public Transport Accessibility Levels (PTAL) are 2, which is amongst the lowest with 0 being the poorest and 6b the most accessible. The map opposite also shows that this small parade serves some areas which are categorised as 1a and 1b.

Source PTALs © TfL Strategic Analysis

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

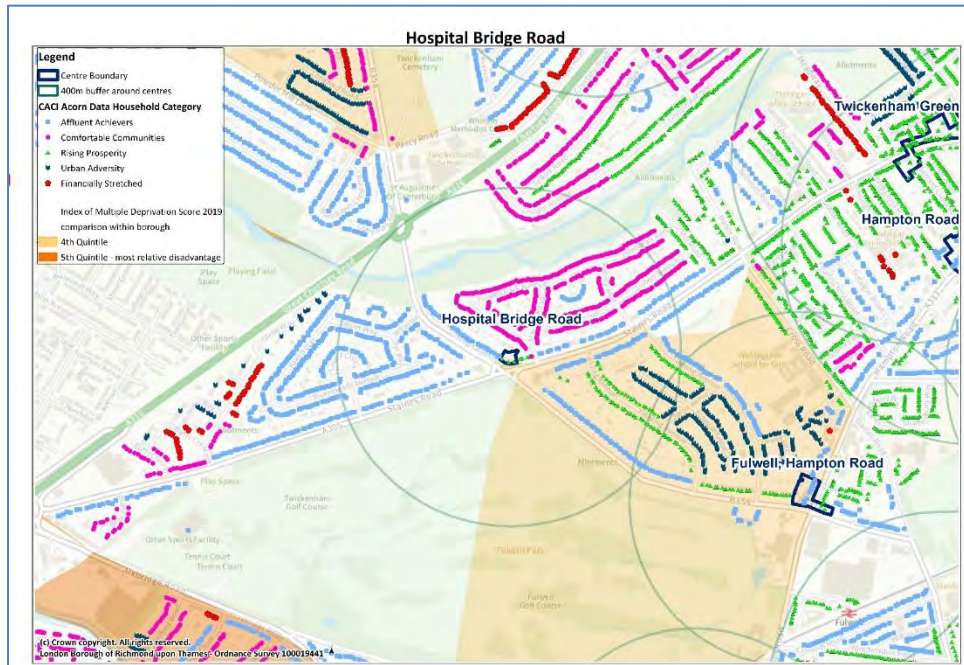
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State came into force on 29 July 2022⁵ reflecting the importance of this small centre in meeting local need.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office In Fulwell Local	✓	Hairdresser/ Barber		Sports & Leisure facilities:		Conservation Area		KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa		Playspace/recreation ground/LGS	Crane Park	Listed Building		
Butcher	✓	Health facilities/vet:		Gym/fitness		BTM		ILBP:
Newsagent	✓	GP/health centre	323-325 Staines Rd c 150ms away	Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL	To south of centre: Fulwell Golf Course (part of), To north of centre: Crane Park	Other:
Chemist	✓	Vet		Music venue/night club		OOLTI	In vicinity: Fielding Avenue, Waldegrave School Court Close	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		POS	To south of centre: Fulwell Golf Course (part of), To north of centre: Crane Park, To west of centre: Court Close	
Nb – newsagent/ convenience store combined		Pub/wine bar	The Fountain PH opposite	Other e.g. Job centre, police shop				
Takeaway/off licence combined		restaurant/café/ice cream shop/craft cafe		Education:				
		take away	✓	School / pre-school	In vicinity - Waldegrave School			
		Other:		Day nursery				
		Launderette/Dry Cleaner		Tutor/education centre				
		Bank/building society	ATM at PFS opposite	Community Centre				
				Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant		Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value – none								



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

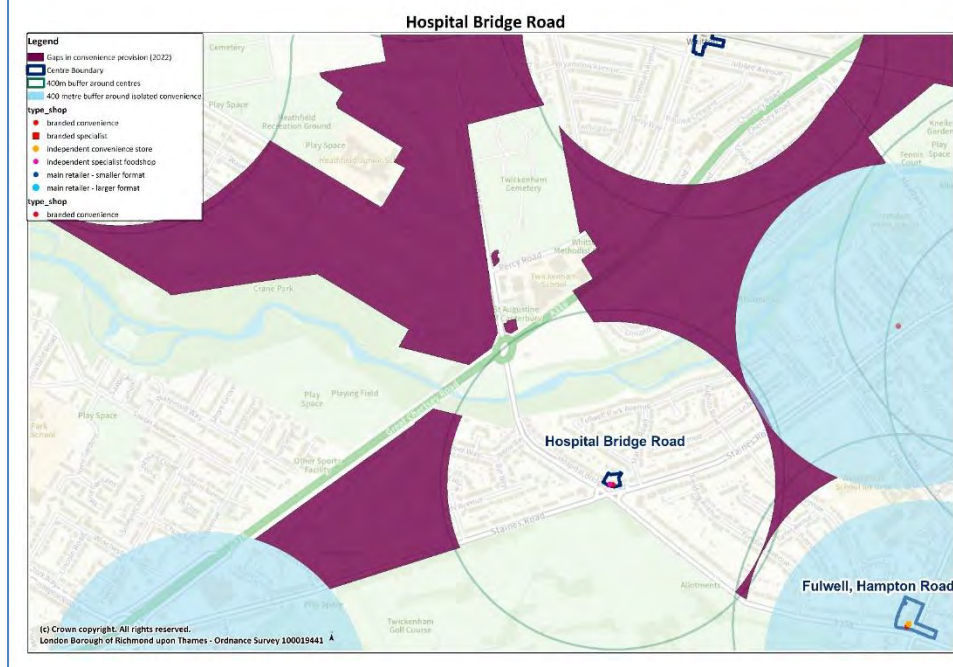
CACI Acorn Household Category

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

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

This parades 400 metre buffer overlaps with an area identified as being relatively disadvantaged to the east and southwest and north west⁹. This area corresponds with some households being classified as in “urban adversity”, according to the ACORN data categorisation.

Hospital Bridge Road parade also serves an area to the west where households are identified as “financially stretched”.



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

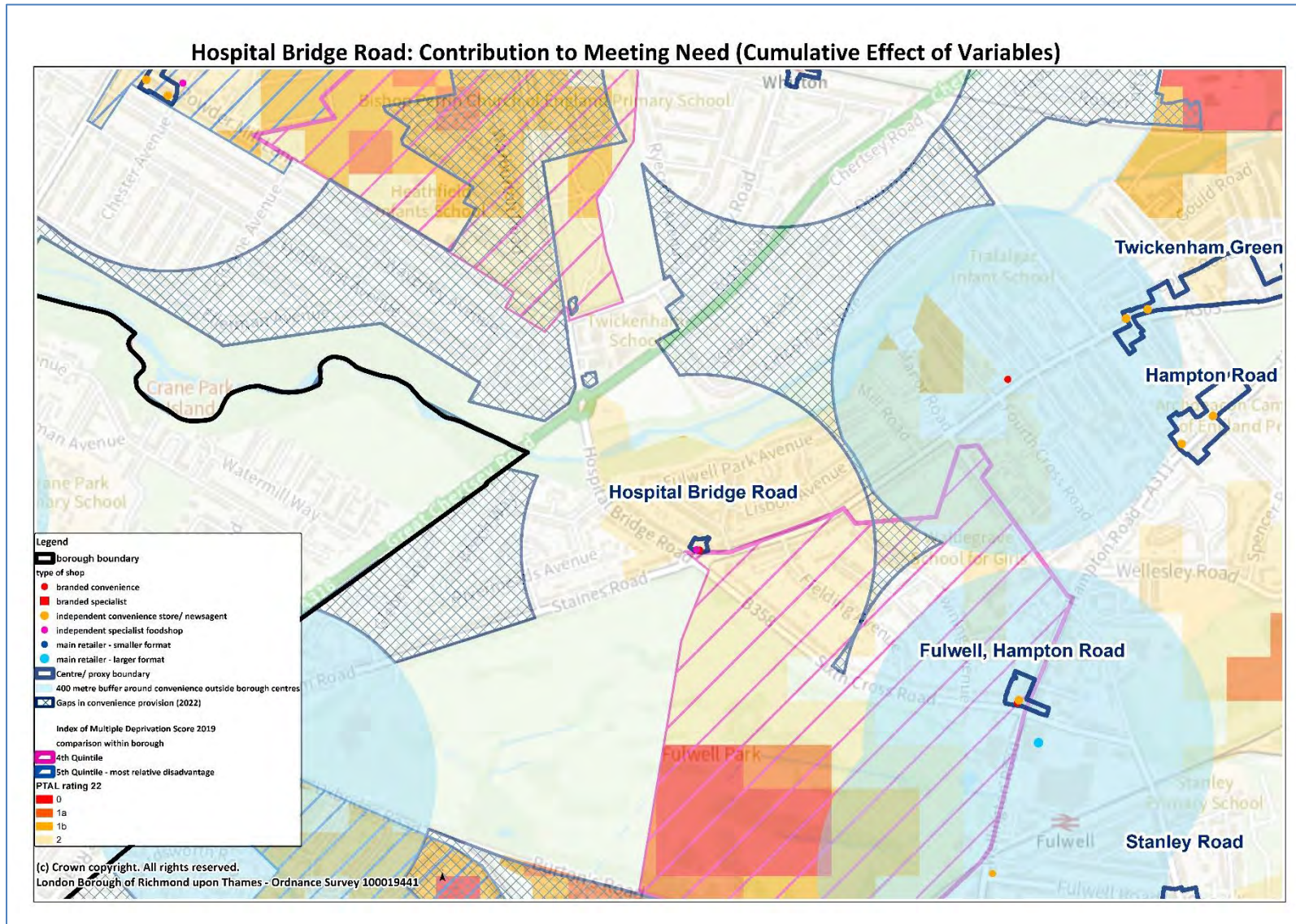
Residential areas more than 400 metres from existing convenience provision have been mapped 2022. Please Technical Appendix in Volume 1 for details.

The role of this small parade is clear in providing for residential areas which are more than reasonable walking distance from convenience facilities identified in purple on the map opposite. The parade’s catchment is one of the few which does not overlap with other centres.

Also of note is that there are two isolated shops serving nearby communities. In particular, to the east a Londis at 92-94 Staines Rd which serve residents which otherwise would be reliant on this parade. Should it close, it would further increase the area identified as a gap in provision.

Cumulative impact

Hospital Bridge Road is one of the few centres in the borough which serves communities which are relatively disadvantaged, have poor transport accessibility and are in an identified gap in convenience provision.



Source: SSA GIS mapping

Summary

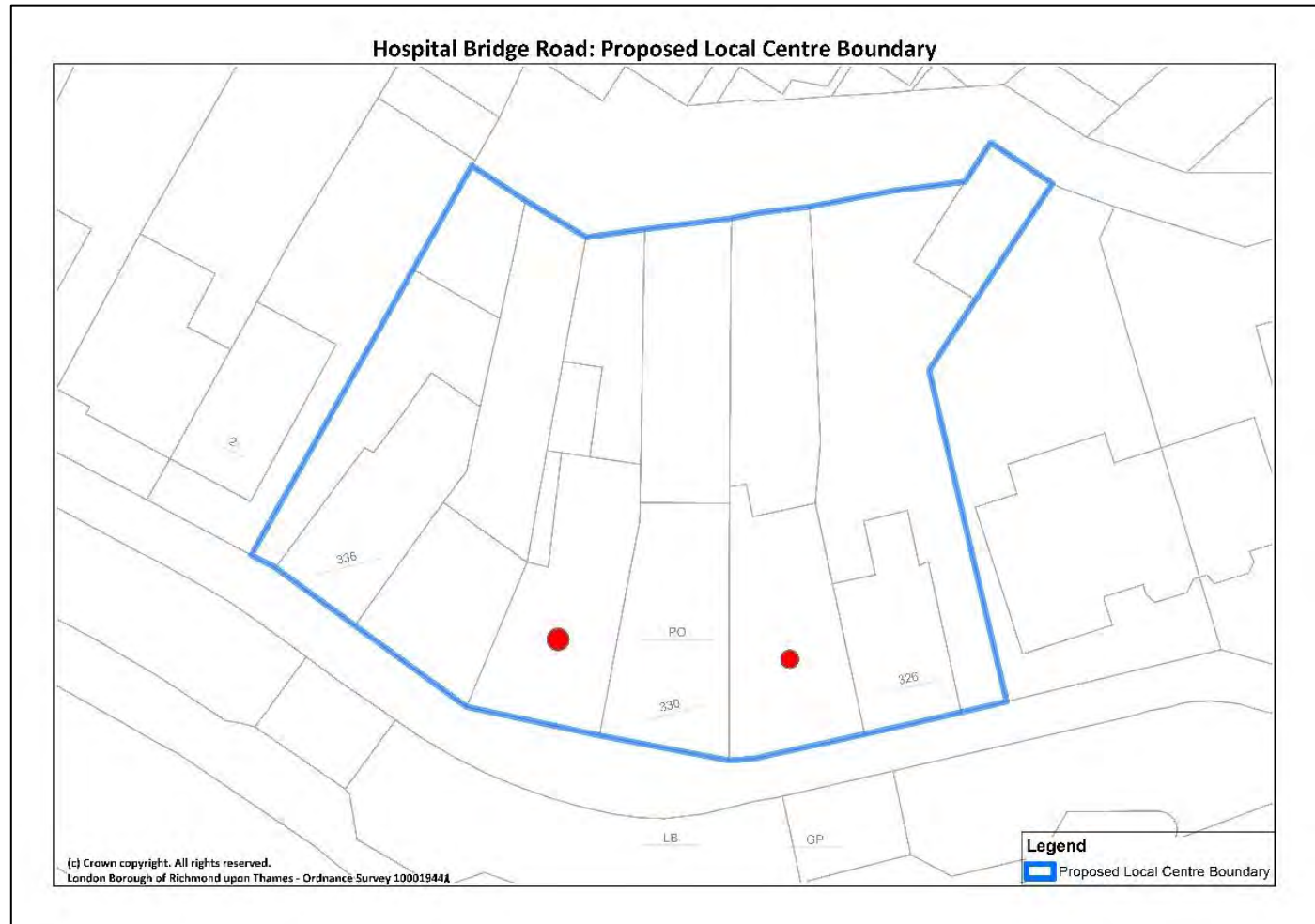
This is a small parade of shops which consists of only 5 units. However, the importance of this parade in providing shopping is particularly clear, in meeting a gap in provision on almost all sides (excluding Fulwell golf course) providing for communities living in area considered relatively disadvantaged in the borough and with poor public transport accessibility.

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.

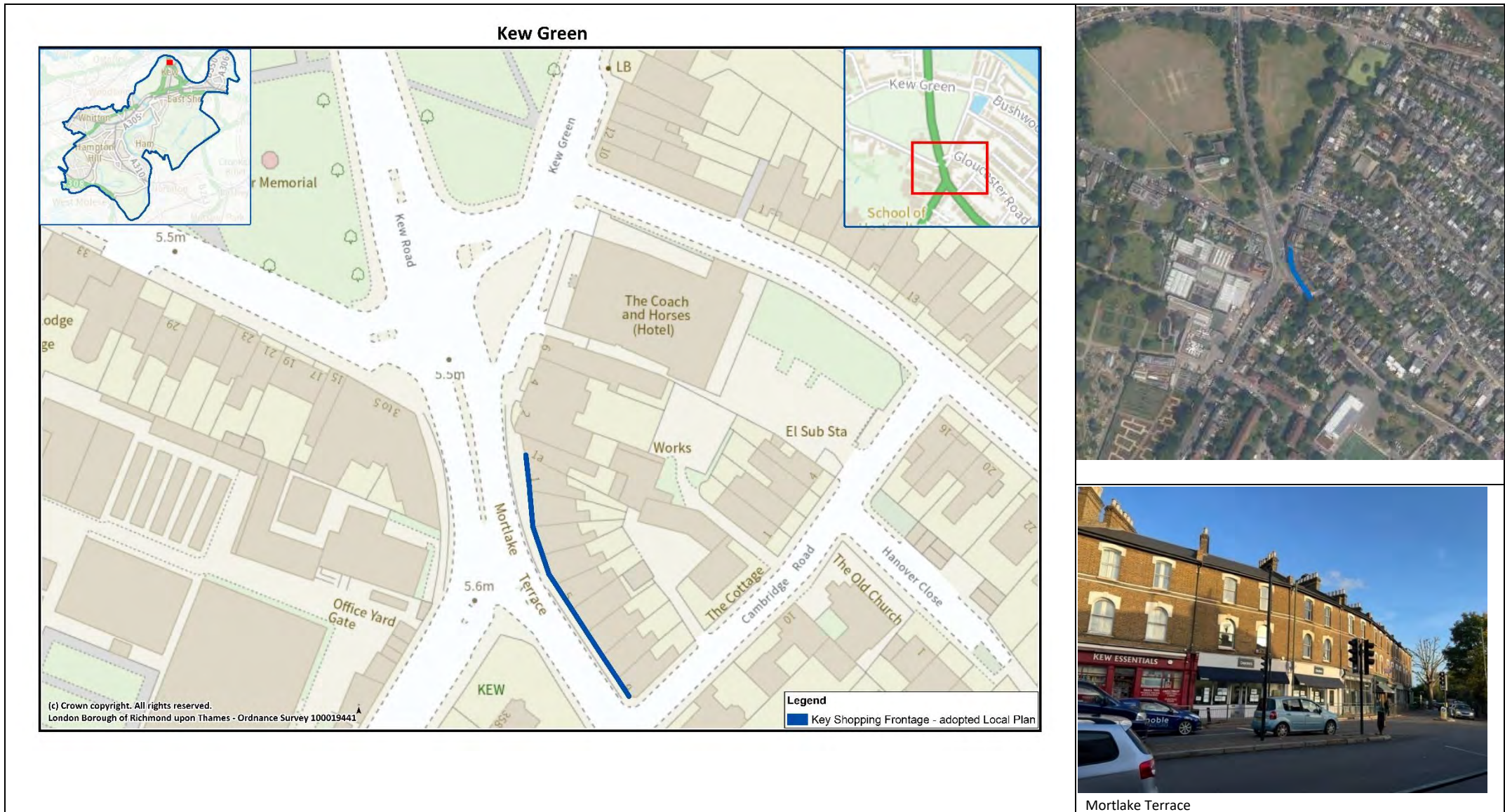
Recommendations:

Hierarchy: No change.

Boundary: This parade did not have a defined Area of Mixed Use boundary previously and it is recommended that to facilitate policy application a Local Centre boundary is proposed as illustrated on the map opposite which will be shown on the Policies Map.



4.6 Kew Green



Overview: An attractive parade of shops on Kew Green to the south of Kew Bridge, is located near to the borough boundary and serves the local community. It falls within PTAL 3 (6 indicating high accessibility & 0 indicating low accessibility)⁸. Conservation Area 2 (Kew Green) covers the centre. The much larger Kew Gardens local centre to the south is some 600 metres away and this parade serves a discreet catchment to the west and south which is located within the bend of the River Thames and to the west is separated by the railway line from other shopping facilities.

Policy & designations:

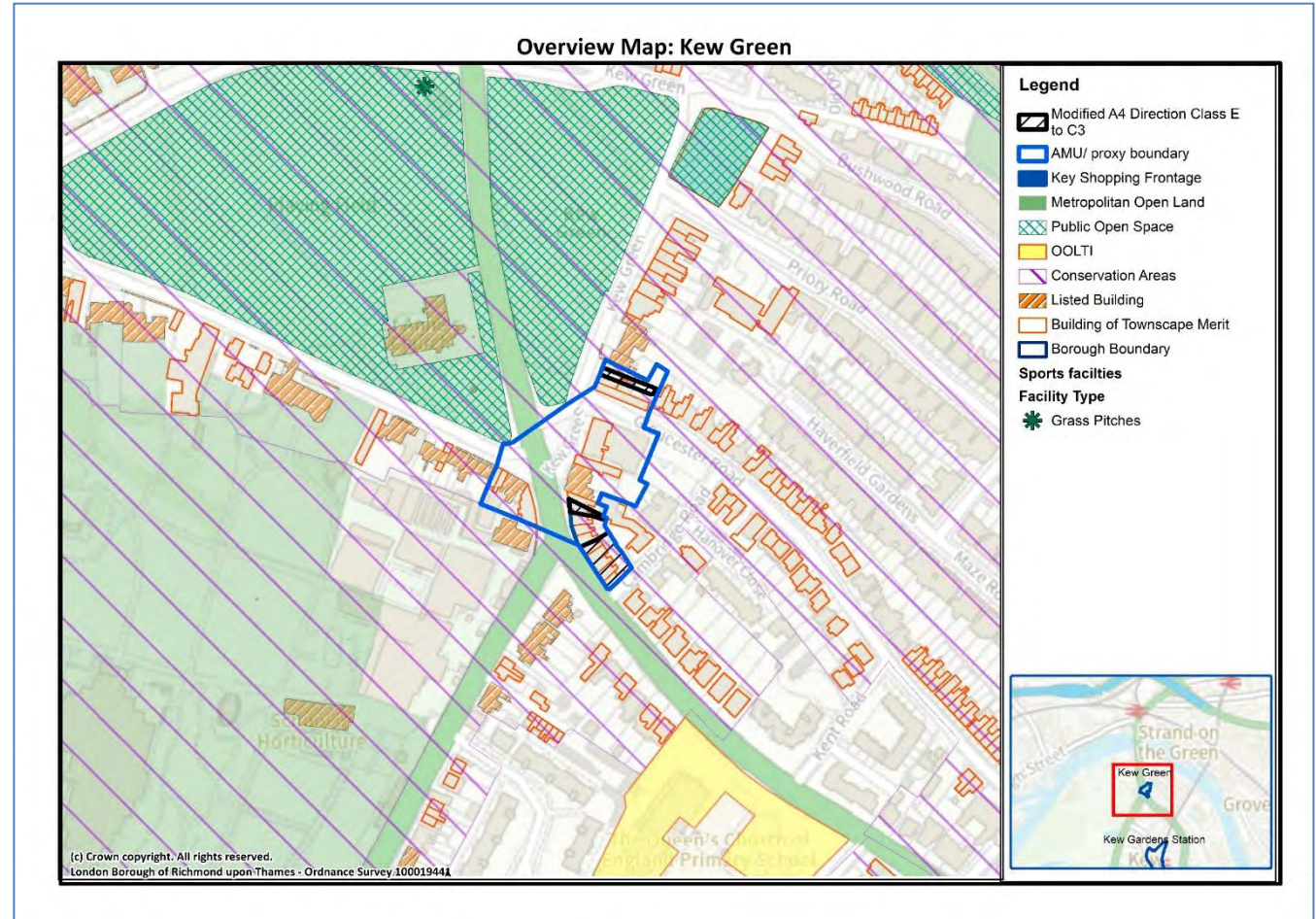
Adopted plan¹: Kew Green is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy. 1-9 (consecutive) Mortlake Terrace (Key Shopping Frontage) and 1-16 (consecutive) Kew Green. Centre not defined by an Area of Mixed Use boundary.

Regulation 18 Local Plan: as adopted Plan. No Site Allocations.

Publication Local Plan (Regulation 19)³: local centre boundary

Area Strategies:

The Publication Local Plan (Regulation 19)³– “There is a lively and attractive local shopping centre at Kew Gardens Station... there are also local parades at Kew Green and Sandycombe Road which provide for top-up shopping... the strategy for this area is to conserve the character, whilst enhancing existing features where appropriate.”



The Vision – “The vision for Kew is to maintain its character as a residential area. Kew Gardens Station will continue to provide a lively shopping centre for residents and visitors, with local shops and services at Kew Green and Sandycombe Road.”

Related strategies:

- [Conservation Area Appraisals²⁵](#) – CA2 Kew Green.
- [Village Plan SPD¹³](#) - reinforces Planning Policy Aims for Kew, including:
 - "Maintain and protect the vitality and viability of Kew Gardens Station Parade as a shopping and service centre and the shopping parades at Kew Green..."
 - “Ensure local character and historic buildings and features are retained and enhanced, particularly in the conservation areas at Kew Green...”

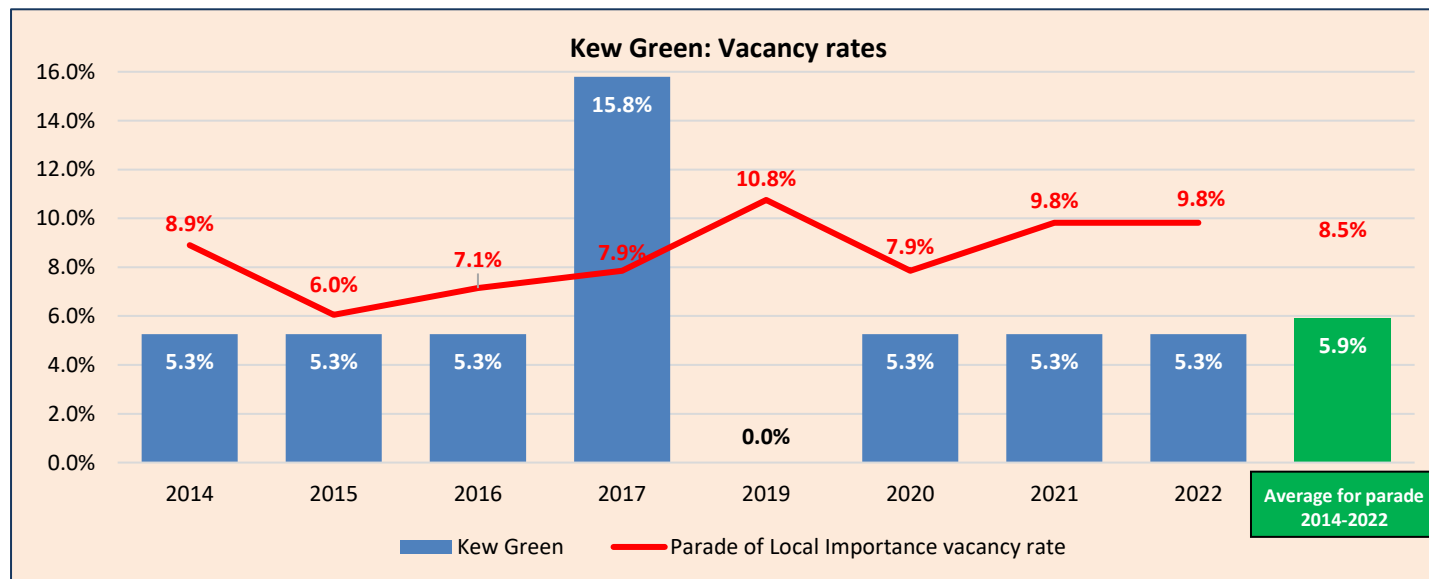
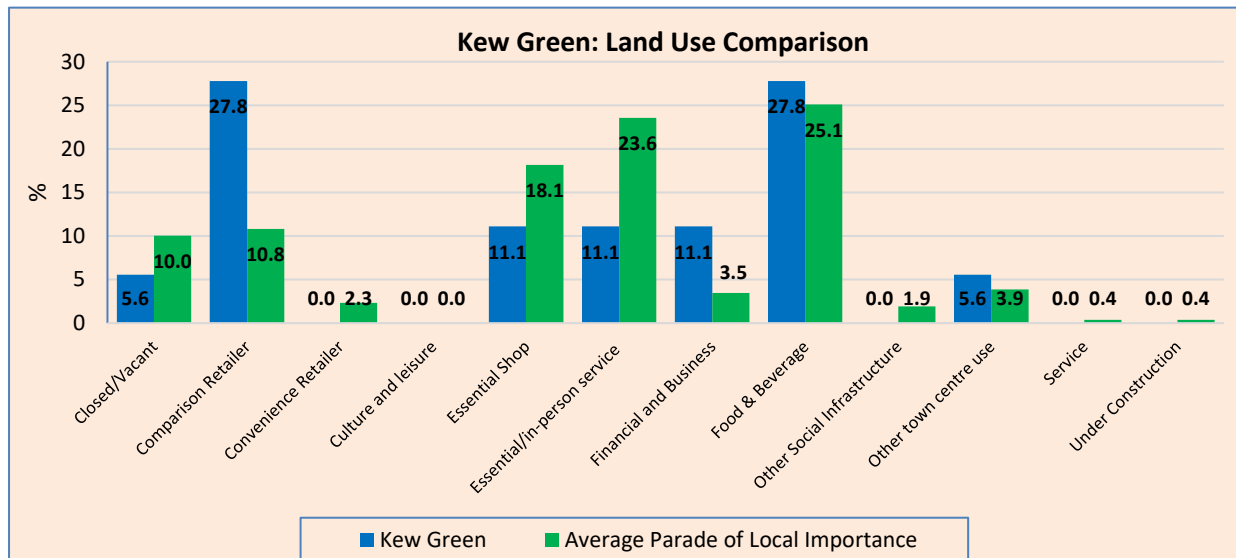
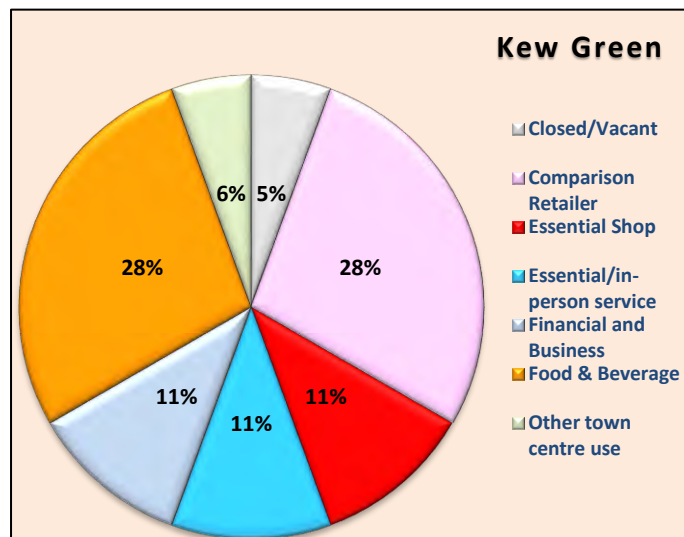
Regulation 18 Local Plan consultation²⁴: No responses specifically relevant to this centre.

Urban Design Study 2023¹²

- Kew Green is located within the Kew Residential character area.
- “Local parades... support numerous shops and cafés. There is an eclectic mix of shops, many of which are independent, and a number possess fine, traditional shop frontages.”

Composition of centre

Kew Green has 18 commercial units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴. Compared to the average Parade of Local Importance, Kew Green has a larger proportion of comparison retailers (5, 28% of total) including an antiques shop, book shop, and gallery/art shop, but fewer essential shops (independents) and essential/in-person services. It is also noted that Kew Green has a larger proportion of financial and business uses (two estate agents) compared to other Parades of Local Importance.

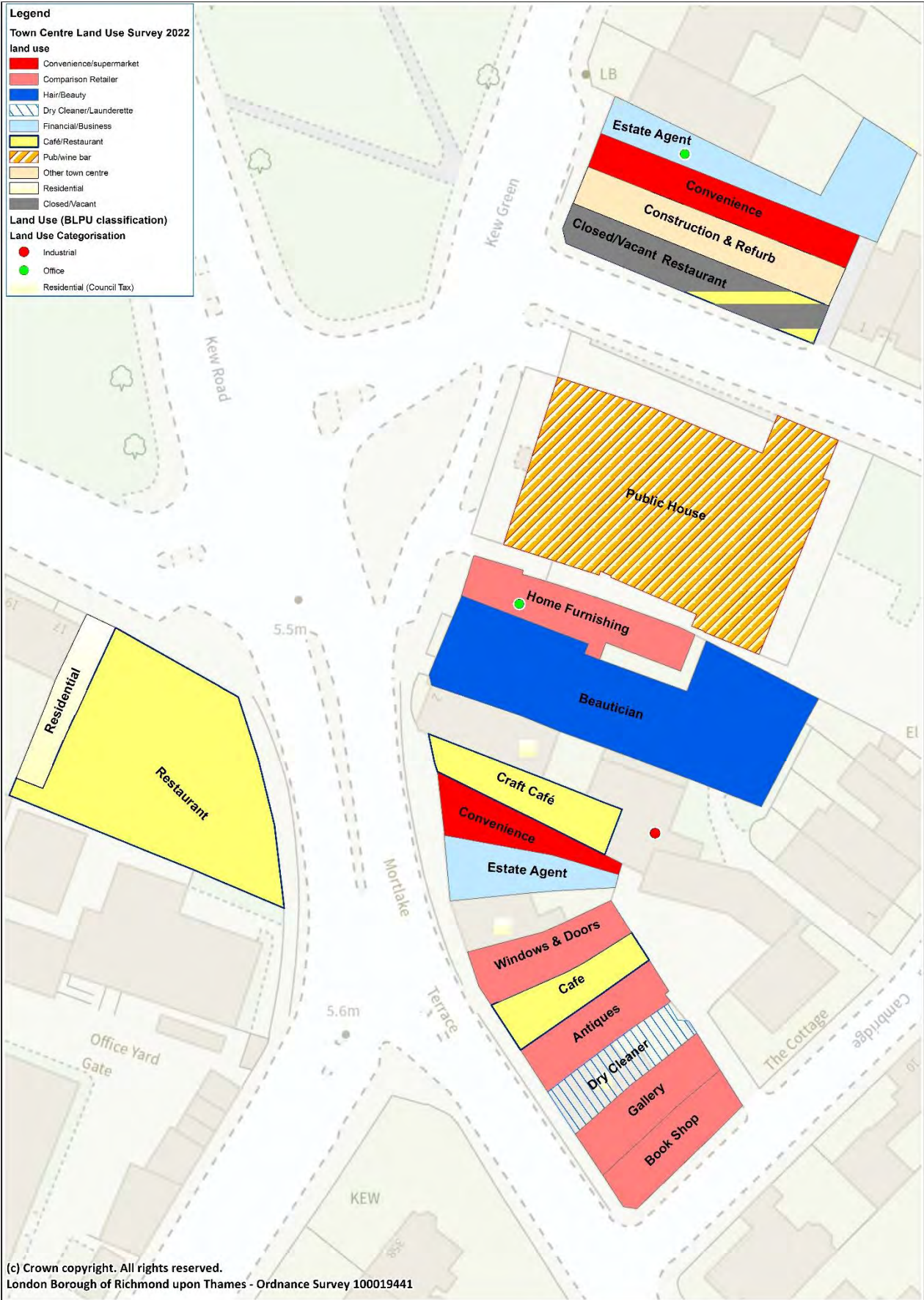


Vacancy data:

In 2022 the all-frontage vacancy rate for Kew Green is 5.3%, (1 unit), unchanged since 2020 and below the average for Parades of Local Importance.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Kew Green: Land Use Map



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

Source: SSA GIS mapping

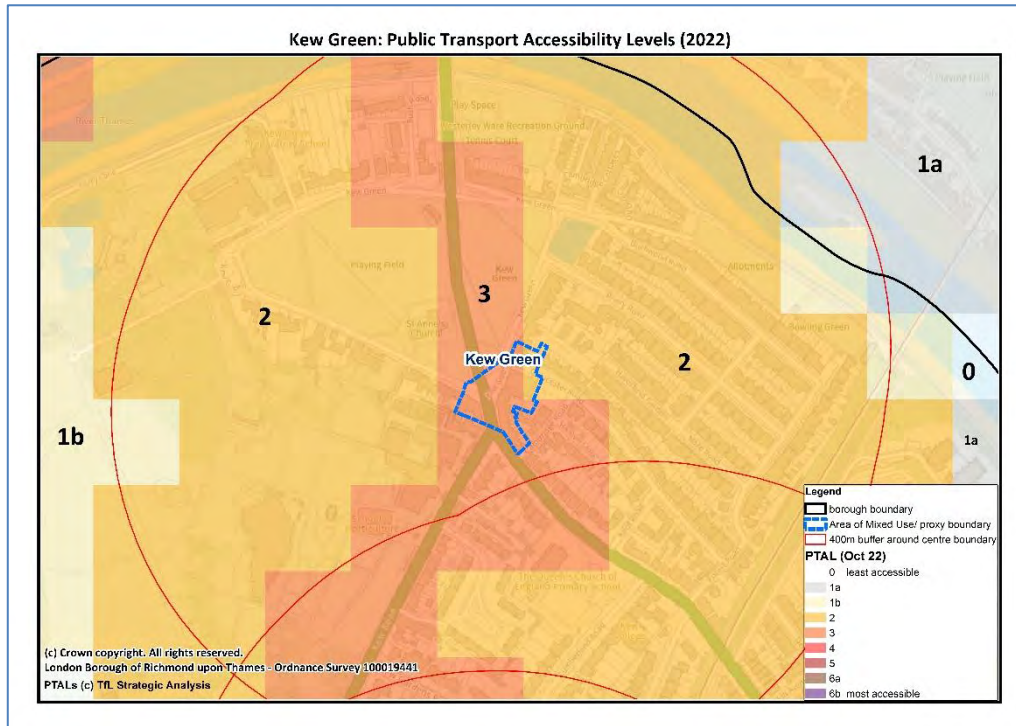
Customer views/experience:

Urban Design Study 2023¹²:

Valued features: Local parades of shops... for their visual interest, community function and vibrancy.

Negative qualities: Kew Road (A205) severs Kew Green negatively impacting the open space and surrounding townscape.

In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. No specific comments were raised about this parade.



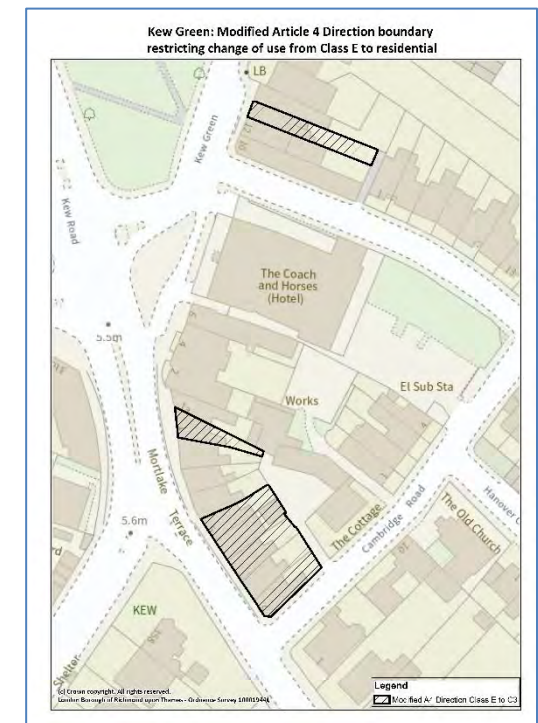
Accessibility⁸:

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

Kew Green is serving an area mainly in PTAL 2-3, with better accessibility limited to Kew Road & Mortlake Terrace.

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

Whilst there are no Site Allocations in the immediate vicinity of the parades, there are several blocks where an [Article 4 Direction](#) applies. This Direction is to restrict the change of use from Class E to residential as modified by the Secretary of State and came into force on 29 July 2022⁵ and reflects the parade's importance in meeting need.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber		Sports & Leisure facilities:		Conservation Area	✓	KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	✓ POS – Kew & Mortlake Greens	Listed Building	Several	
Butcher		Health facilities/vet:		Gym/fitness		BTM	Several	ILBP:
Newsagent		GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden	Near to RBG Kew	
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence		Physiotherapist/osteopath		Cinema		MOL	✓	Other
Chemist Dispensing?		Vet		Music venue/night club		OOLTI	✓	
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse	Coach & Horses PH	LGS		
Provision: 2 independents		Pub/wine bar	✓	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away		School / pre-school	Nearby Queens C of E Primary School			
		Other:		Day nursery	Nearby - Kew Giggles, Cambridge Rd			
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre				
				Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Museum/Gallery				
			Proximity to major attraction:	RBG Kew GTech (Brentford Community Stadium)				
Serving: relatively disadvantaged area low public transport accessibility community more than 400 metres from provision ✓								
Asset of Community Value - N								

Summary

Kew Green is an attractive parade with several listed buildings and Buildings of Townscape Merit adjacent to the picturesque Kew & 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.

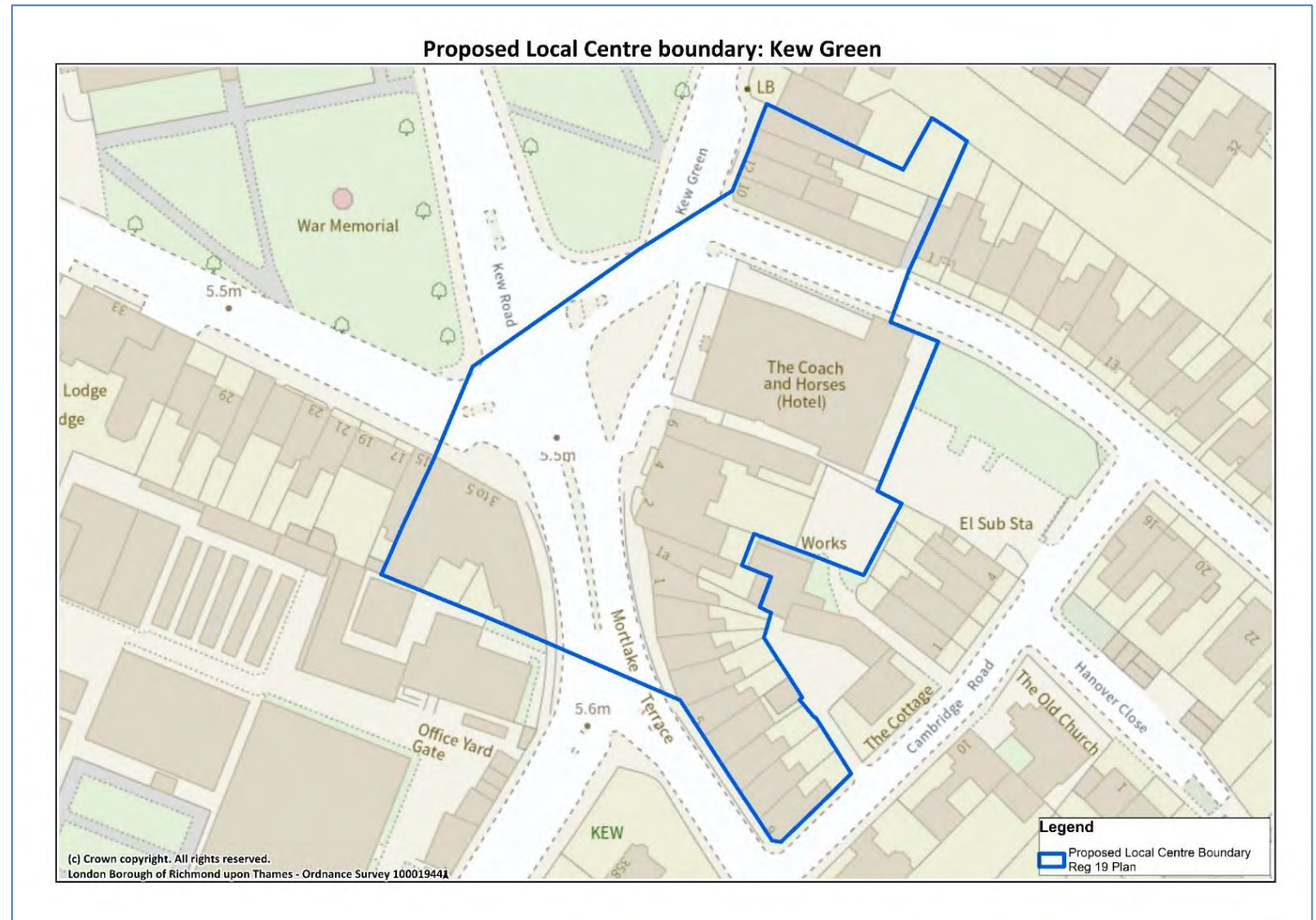
It is a gateway for those visiting the RBG Kew via the Elizabeth Gate. Kew Green has several restaurants/cafes and pubs which are likely to serve both locals and tourists to Kew Gardens and the GTech (Brentford) Community Stadium. It also has a small range of services including a drycleaner and beautician as well as comparison retailers including a book shop, gallery & 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 reasonable public transport accessibility. It does partly serve an area which is located to the east (Kew Riverside) more than 400 metres from the M&S food hall in Kew Retail Park.

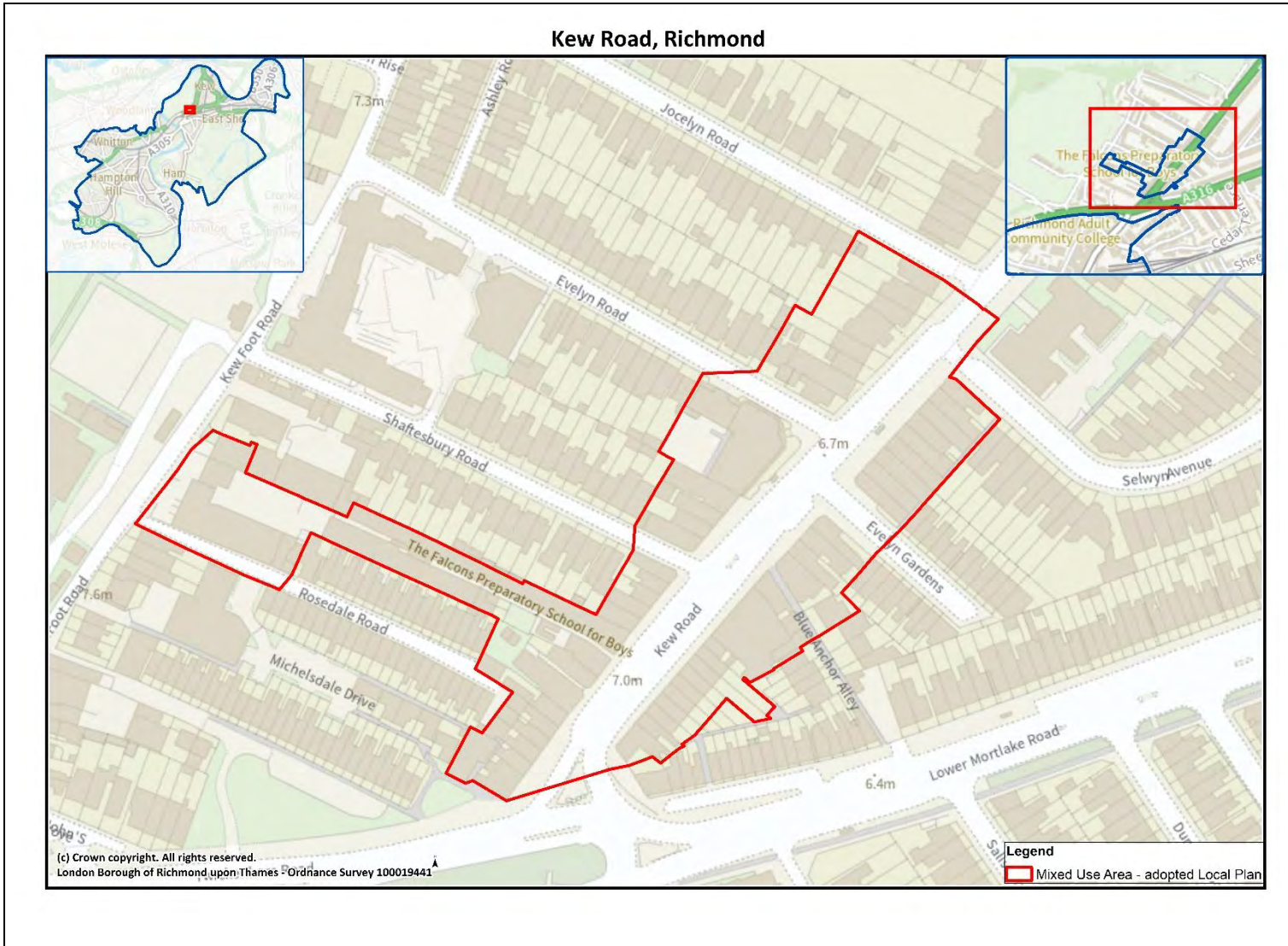
Recommendations:

Hierarchy: No change to designation. Kew Green parade serves the local population and visitors to the area and warrants inclusion as an Important Local Parade.

Boundary: This parade did not have a defined Area of Mixed Use boundary previously and it is recommended that to facilitate policy application a Local Centre boundary is proposed as illustrated on the map above and will be shown on the Policies Map.



4.7 Kew Road, Richmond



Tesco Express, Kew Road



Overview: A linear centre running along Kew Road to the northeast of Richmond Circus. It is within walking distance of Richmond town centre albeit separated by the A316 and busy roundabout (Richmond Circus). Kew Road falls within PTAL 6a⁸ and thus has excellent public transport accessibility.

The centre is covered by Kew Foot Road Conservation Area and most of the commercial buildings are designated as Buildings of Townscape Merit (local historic building listing).

Kew Road has a limited top-up shopping function and had no Key Shopping Frontage designated in the adopted Plan¹.

Policy & designations:

Adopted plan¹: Kew Road is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy.

Secondary Shopping Frontage at 101-145 and 97-161 (odd) Kew Road and 37-41 Kew Foot Road, Kew, (SSF only). Defined by AMU boundary. Further Restriction of frontages at 90 - 112 (Even) Kew Road, Richmond relating to former A3 uses (cafes & restaurants)

Regulation 18 Local Plan: As adopted Plan.

Publication Local Plan (Regulation 19)³: local centre boundary, SA

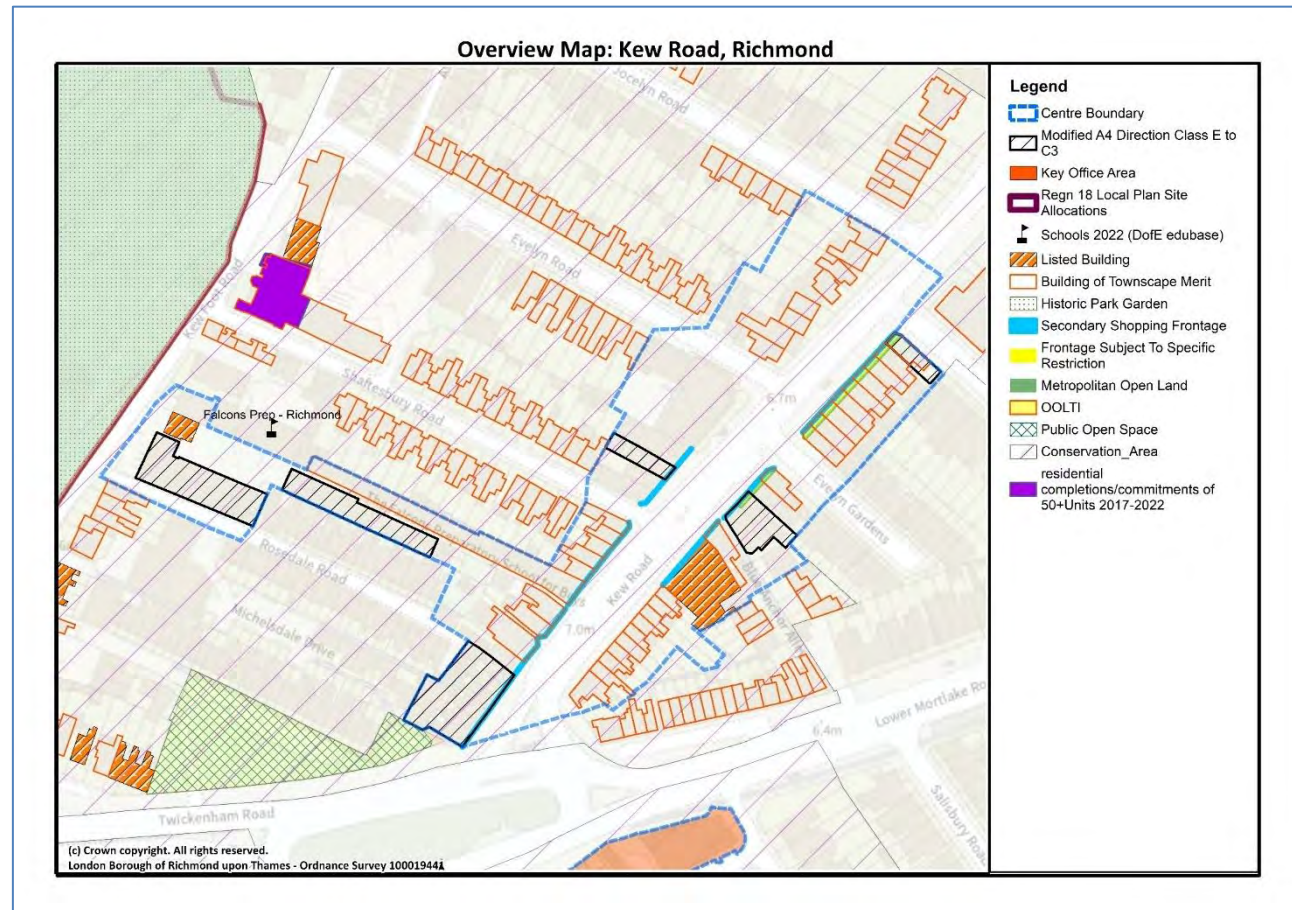
Area Strategies (Publication Local Plan (Regulation 19)³:

Future development expected to “contribute to promoting active travel and reducing the dominance of vehicle traffic, including along Mortlake Road (A205) and Kew Road (A307) to reduce their severing impact.”

Related strategies:

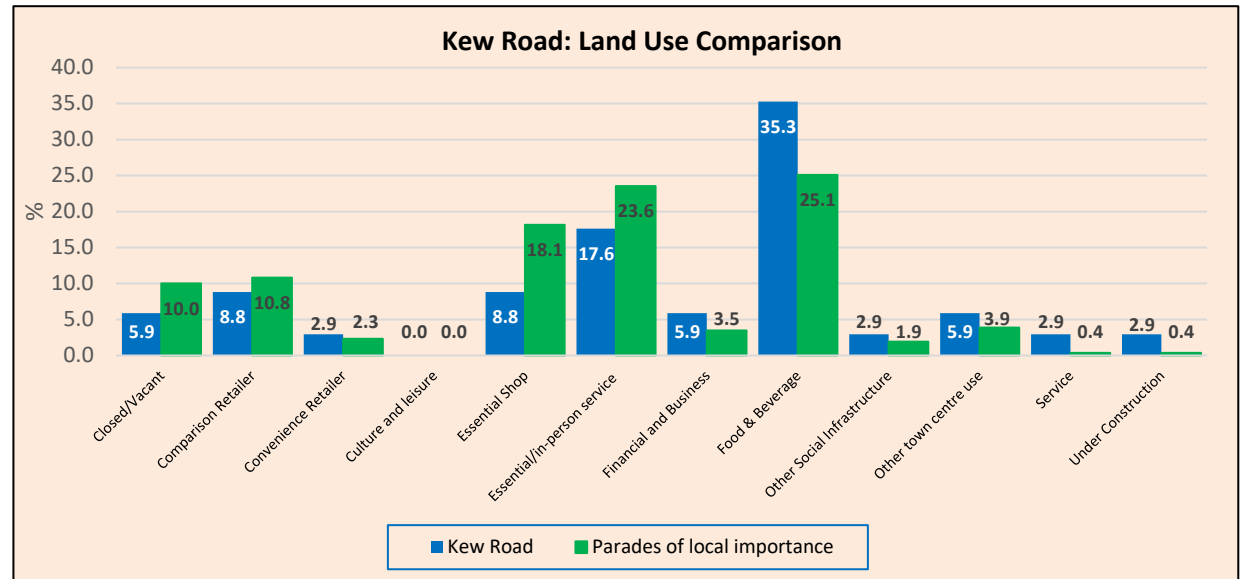
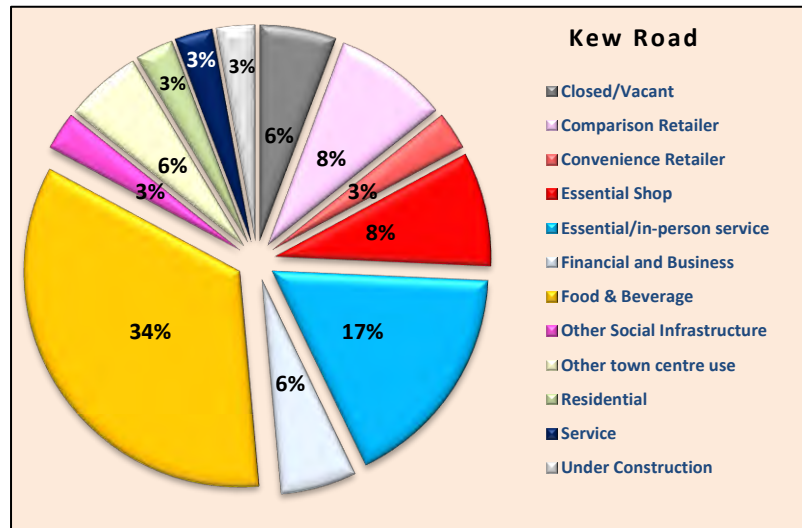
- [Licensing Policy – Cumulative Impact Policy^c](#)
(Kew Road being included in the CIP Zone for Richmond town centre.)
- [Village Plan SPD¹³](#) – seeks to maintain and improve the quality of shopfronts and signage in Kew Road

Regulation 18 Local Plan consultation response²⁴: The Kew Society. Concerns raised regarding diversification of use in wider Kew area, particularly preponderance of coffee shops and support for encouragement of community uses in appropriate locations



^c [licensing_policy_january_2022.pdf \(richmond.gov.uk\)](#)

Composition of centre

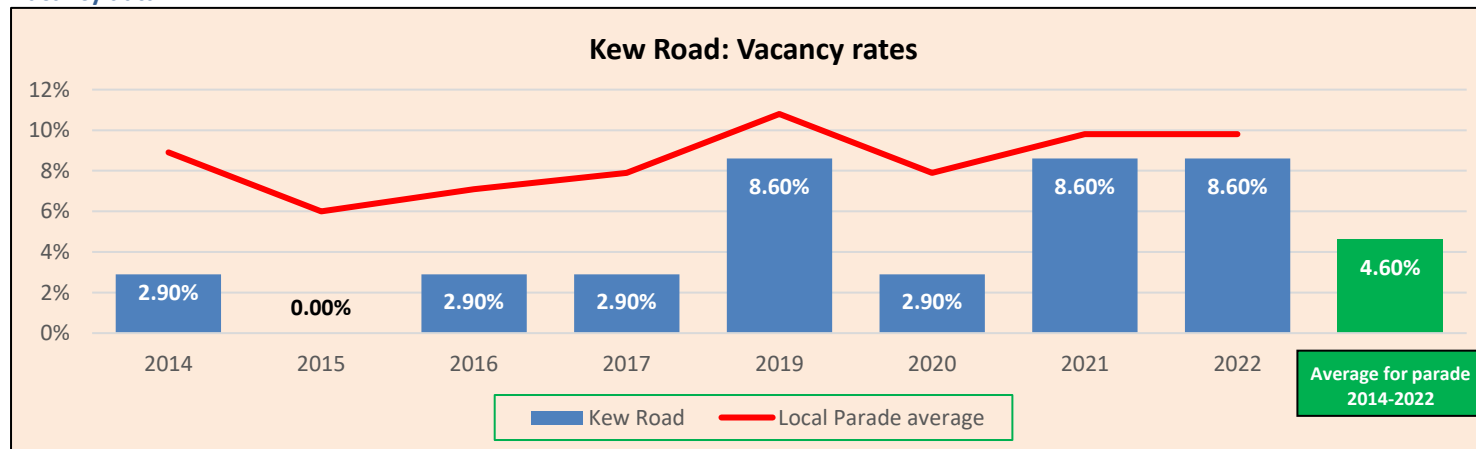


Source: SSA Town Centre Land Use Survey 2022¹⁴

Kew Road had 34 units in commercial/community use recorded in the Council’s 2022 Centre Land Use Survey¹⁴ which is a snapshot survey of businesses occupying the ground floor of premises. This makes it one of the larger local parades. However, only 9% of uses are essential shops, with a further 18% essential in-person services. This parade is dominated primarily by restaurants, plus two public houses. Kew Road parade does however benefit from a Tesco Express located in the former listed Café Matthiae’s bakery.

The parade has only 2 of the 9 essential shops. However it does provide several useful services including a dentist, laundrette, several hair/beauty salons and a chiropractor nearby, but outside the boundary. The Falcon Prep School is located on Kew Road and employment opportunities are provided by production studios & a large office on Kew Foot Road.

Vacancy data:



The parade currently has two vacancies (2022) and one under refurbishment which is the same number as the previous year. The vacancy rate of 9% the same as the local parade average.

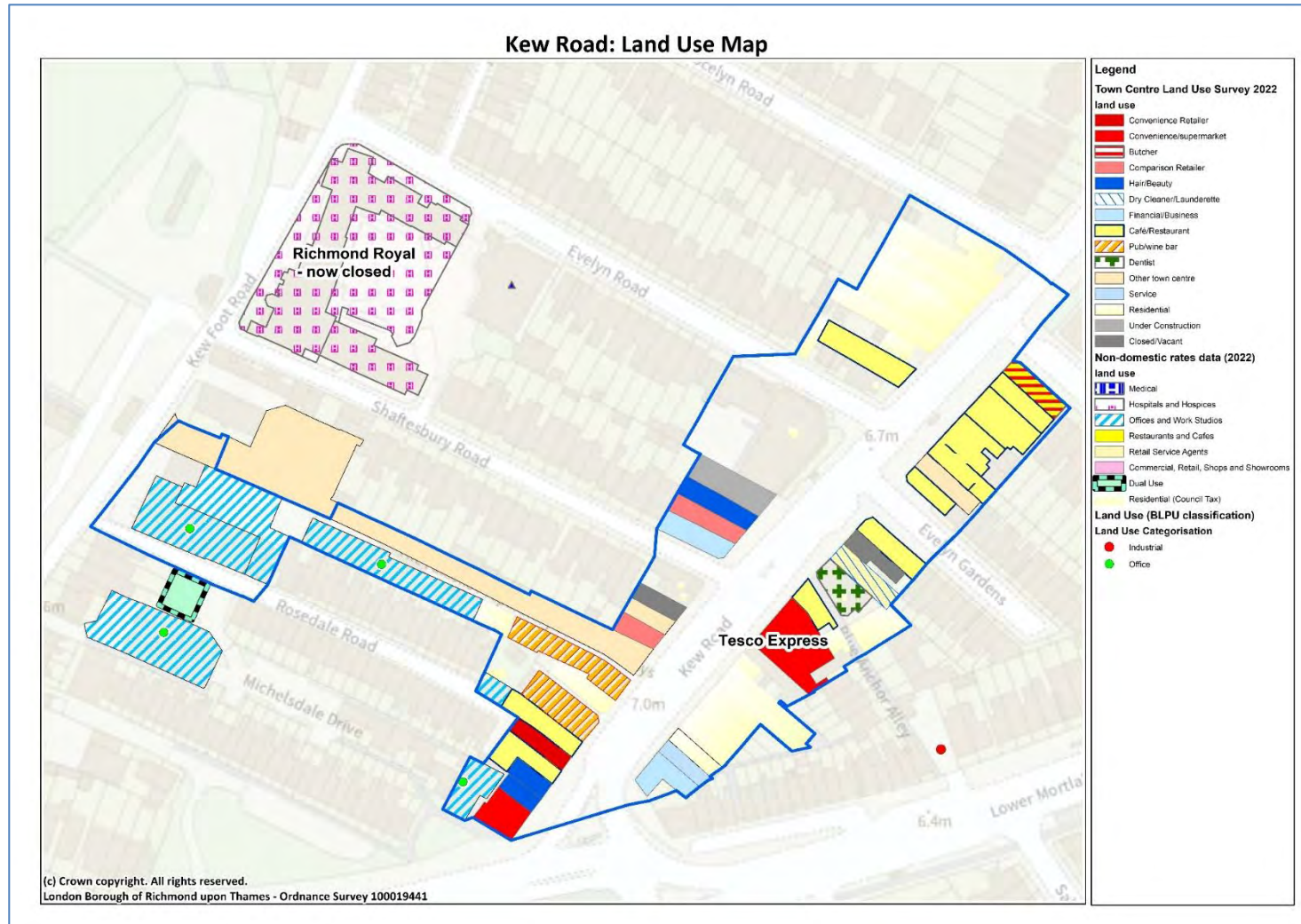
Source: SSA Town Centre Land Use Survey 2022¹⁴

Customer views/experience:

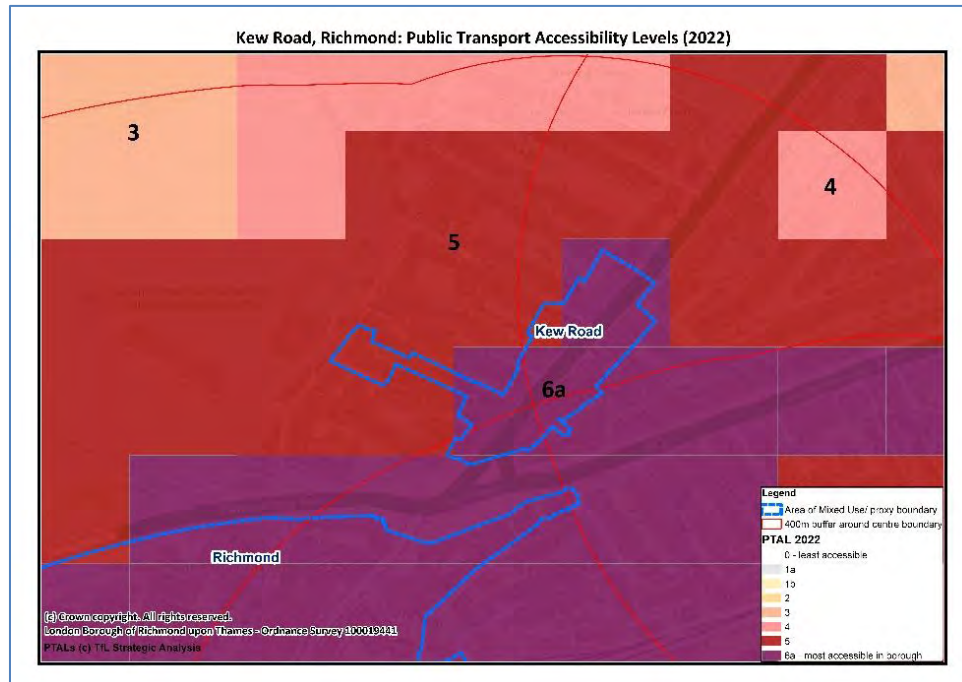
Urban Design Study 2023¹²: Negative qualities: Twickenham Road severs the High Street from the Old Deer Park and parade of shops/restaurants along Kew Road. [considered a separate centre to Richmond town centre].

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

- Traffic and speeding on Kew Road an issue but take up of cycle lane successful.



Source: SSA GIS mapping

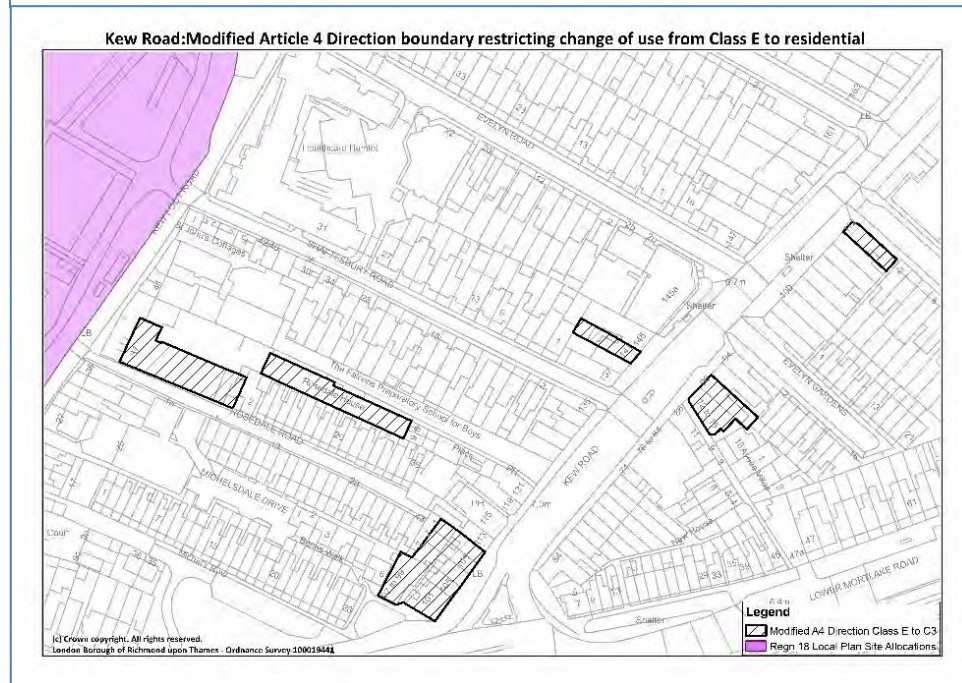


Accessibility⁸:

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

Kew Road, adjacent to Richmond town centre has excellent public transport accessibility. Public Transport Accessibility Levels (PTAL) are 6a across the centre, the second highest rating.

Nearby Richmond has both a BR station & Underground Station (district line), and a centrally positioned bus station. 12 bus routes run through the centre. It is well-served with car parks.



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

Kew Road has areas within the boundary of an [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State which came into force on 29 July 2022⁵. There are six areas within the modified boundary which are locations where there is either an employment use or essential provision meeting local need.

There are Site Allocations nearby for Richmond Rugby Ground & Pools in the Park near the parade, both of which are recreation focused. Neither are likely to provide significant additional housing. It should be noted that the redevelopment of the Richmond Royal hospital to housing will introduce new spending potential to the area which could in part be met by this parade.

Full text of the Area Strategy for Richmond and Site Allocations form part of the Regulation 19 Local Plan and can be viewed on the Council’s website³.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	✓	KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS		Listed Building	Café Mattiae 39 Kew Foot Road	
Butcher	✓	Health facilities/vet:		Gym/fitness		BTM	Extensive	ILBP:
Newsagent	✓	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden	RBGK including Old Deer Park	
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist	✓	Theatre		Open space designation:		
Off licence		Physiotherapist/osteopath	Chiropractor 157A Kew Rd	Cinema		MOL	RBGK including Old Deer Park	Other: Large Offices on Kew Foot Road & Rosedale Studios
Chemist		Vet	✓	Music venue/night club		OOLTI	Michel's Row	
Dispensing?								
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		POS	Michel's Row	
Provision: Tesco Express & Thai supermarket		Pub/wine bar	✓ x2 PH	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓ x 10	Education:				
		take away		School / pre-school	✓ Falcon's Prep School			
		Other:		Day nursery	✓			
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society	None in Tesco	Community Centre				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Library				
				Museum/Gallery				
				Proximity to major attraction:	RB Gardens Kew			
Serving: relatively disadvantaged area - no low public transport accessibility - no community more than 400 metres from provision - no								
Asset of Community Value - none								

Summary:

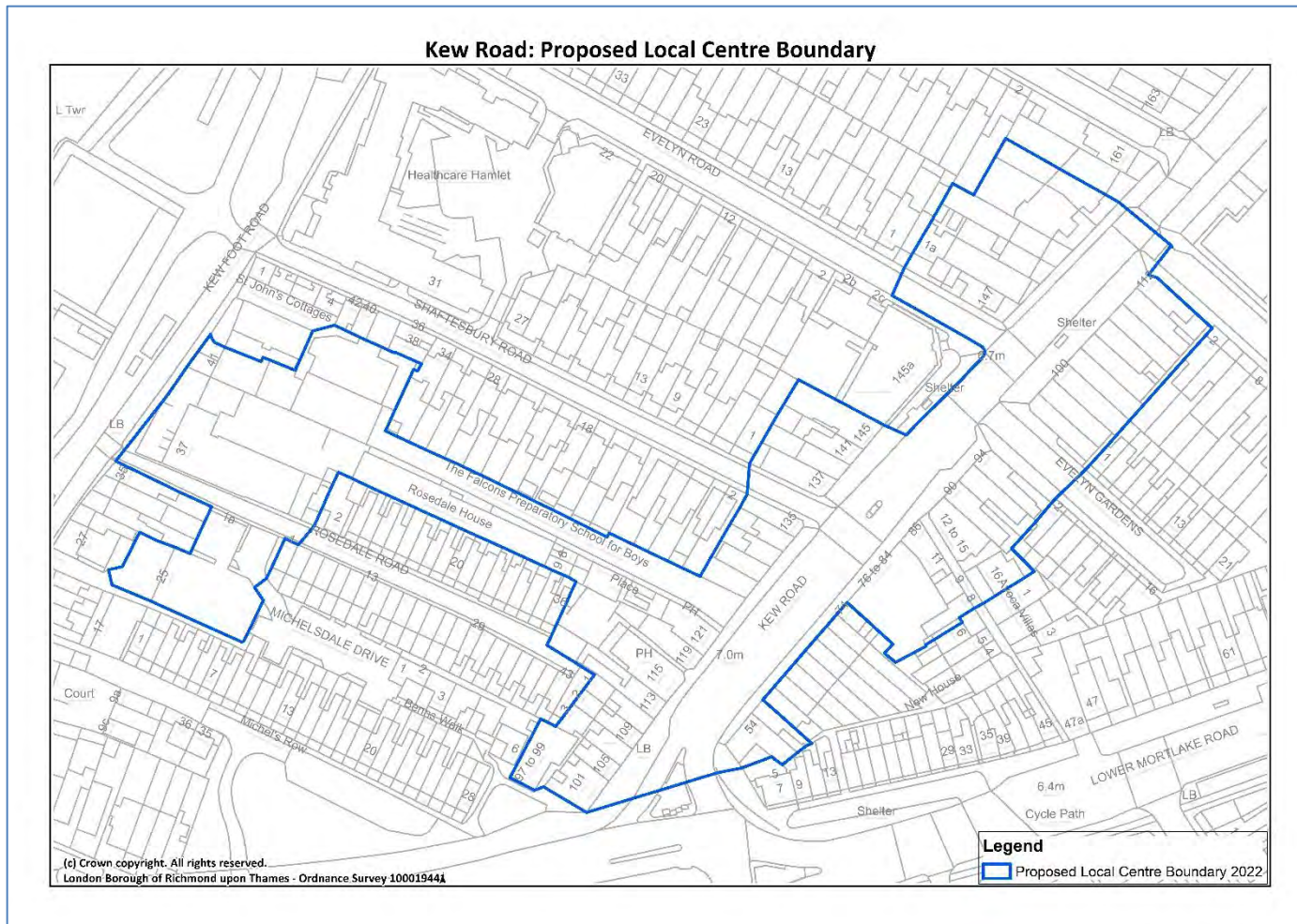
Kew Road is numerically one of the larger parades. It functions both as a local facility and has a large agglomeration of restaurants. The shopping offer is limited, although the Tesco Express in the former Café Matthiae has improved provision and there are a mix of uses including social infrastructure, 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. Therefore, despite its size it does not warrant being promoted in the hierarchy to a neighbourhood centre, but nevertheless serves as useful local provision.

Recommendations:

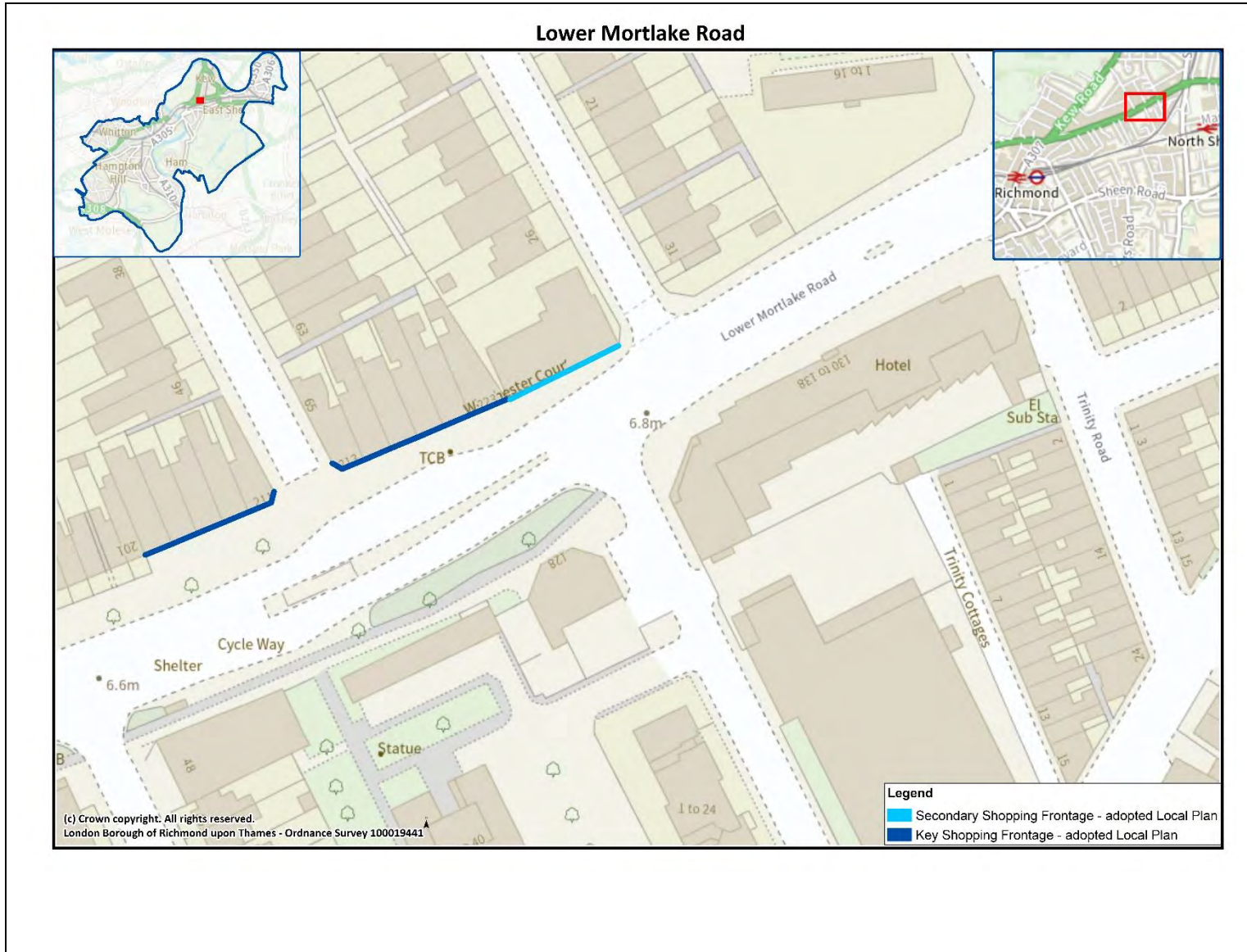
Hierarchy: No change

Boundary: Previously, this parade had a defined Area of Mixed Use boundary (AMU) and it is recommended that to facilitate policy application it is replaced with a Local Centre Boundary (LCB) as proposed on the map opposite which will be shown on the Policies Map.

The boundary extends as far as the chiropractor at 157A Kew Road and also includes the redeveloped office space at Michelsdale Drive.



4.8 Lower Mortlake Road, Richmond



Lower Mortlake Road frontage

Overview: A small parade on the busy A316 running out of Richmond town centre. It provides a local shopping role. It is located within PTAL 5⁸ and therefore has good public transport accessibility. It is a good 10 minute walk to alternative facilities in Richmond, and the barrier of the A316 may make this centre more attractive for top-up shoppers than the J Sainsbury superstore.

The parade which has less than 20 units. The retail provision is almost entirely located on the north side of Lower Richmond Road. To some extent this parade serves a discrete residential area where provision is limited, albeit it that Sainsburys Manor Road superstore could also serve this need. Site Allocations in the emerging Local Plan (SA 28 Homebase & SA 29 Sainsburys Lower Richmond Road) could significantly increase the amount of housing in the area. Clearly, additional need would not be met entirely by this parade, but it may do so in part.

Policy & designations:

Adopted plan¹: Lower Mortlake Road is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy.

20 Victoria Villas, Lower Mortlake Road. SAs 28 & 29 nearby. KSF at Nos. 203-223 (odd), SFF at Nos. 225-231 (odd). ILBP – Big Yellow Self Storage. Centre not defined by an Area of Mixed Use boundary.

Regulation 18 Local Plan: as adopted Plan. No Site Allocations but SA 28 (Homebase, Manor Road, East Sheen) and SA 29 (Sainsbury's, Lower Richmond Road, Richmond) are nearby.

Publication Local Plan (Regulation 19)³: Local Centre Boundary, SAs – 29 (Homebase) & 30 (Sainsburys).

Area Strategies:

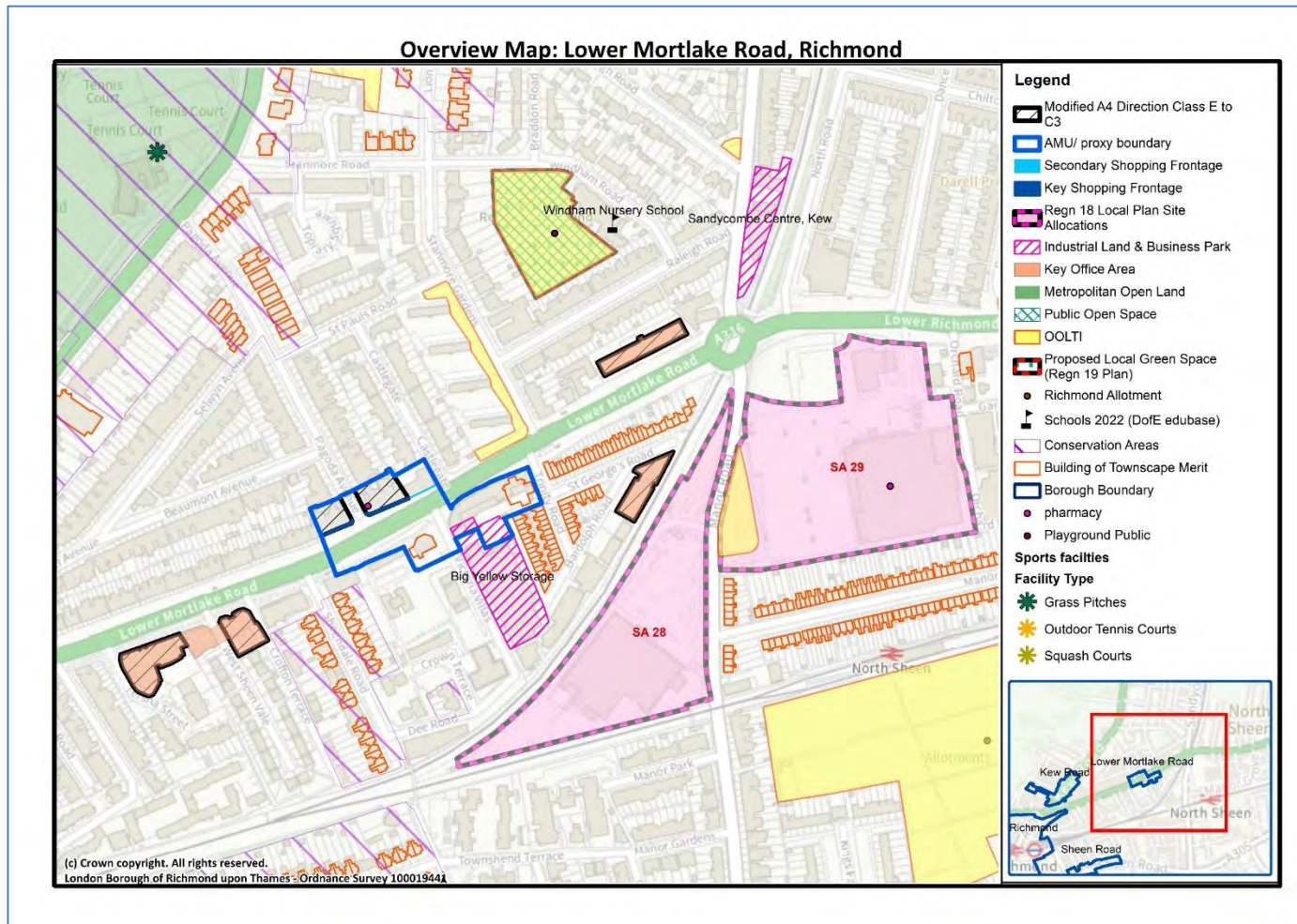
The Publication Local Plan (Regulation 19)³– “North Sheen Residential (F3) has a medium sensitivity to change overall, with some parts of the urban grain fragmented and with detracting features. Positive change has the potential to enhance character to create a sense of place, and the strategy is to improve the area.”

Related strategies:

- [Village Plan SPD¹³](#) – reinforces Planning Policy Aims for Richmond and Richmond Hill, including:

[Urban Design Study 2023¹²](#)

Lower Mortlake Road is located within the North Sheen Residential character area.

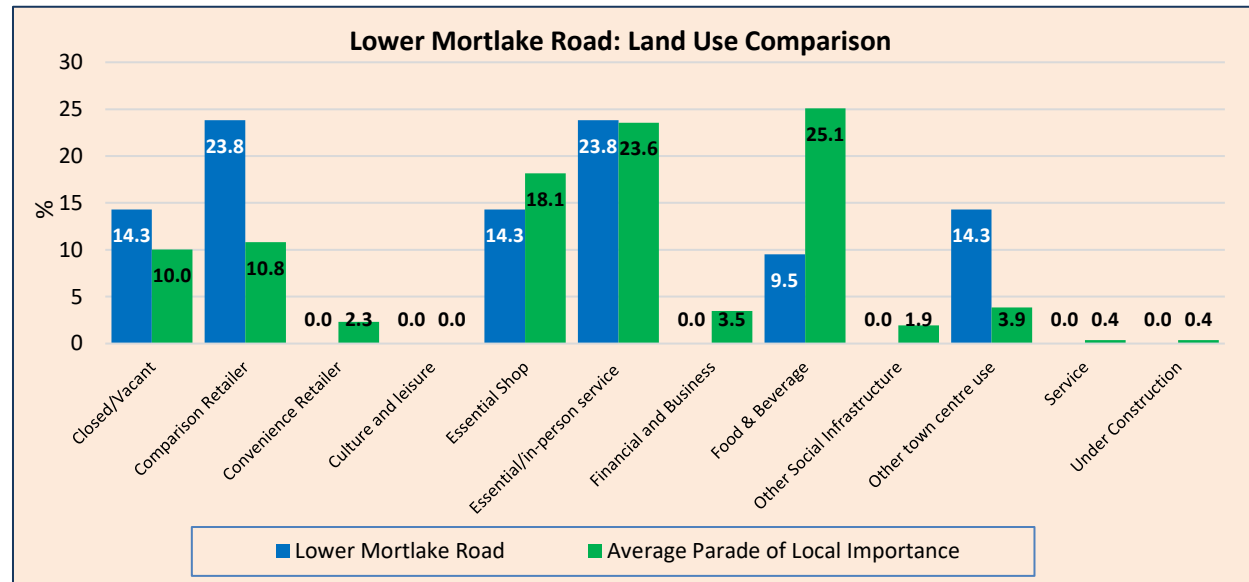
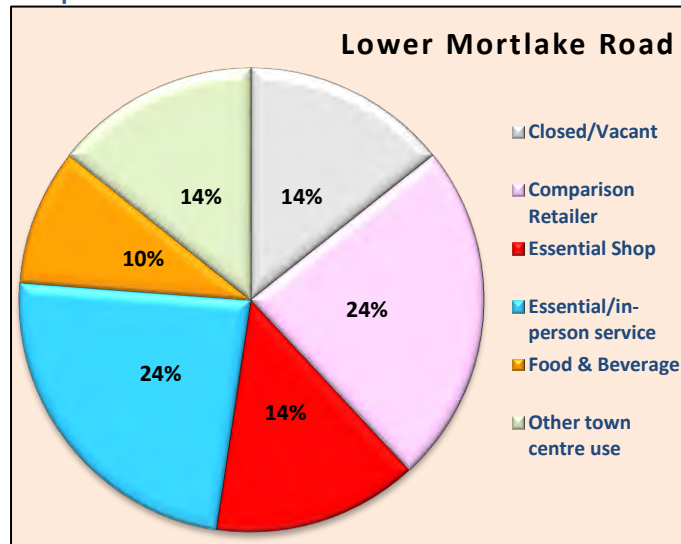


Character Area Strategy: There is a need to create a sense of place and identity in this character area. Existing townscape features do not relate to each other well and there is little overarching character. The strategy is therefore to improve the area, through taking opportunities to create high quality new developments which enhance sense of place and local distinctiveness and improve the public realm. There is opportunity to improve the function of the main roads and the wider area around the site allocations as more of a local centre/mixed use character with activity and vibrancy close to the railway station.

Character area design guidance includes: Upgrade public realm with high-quality furniture, planting, and mixed-use functions.

Regulation 18 Local Plan consultation²⁴: No responses specifically relevant to this centre.

Composition of centre

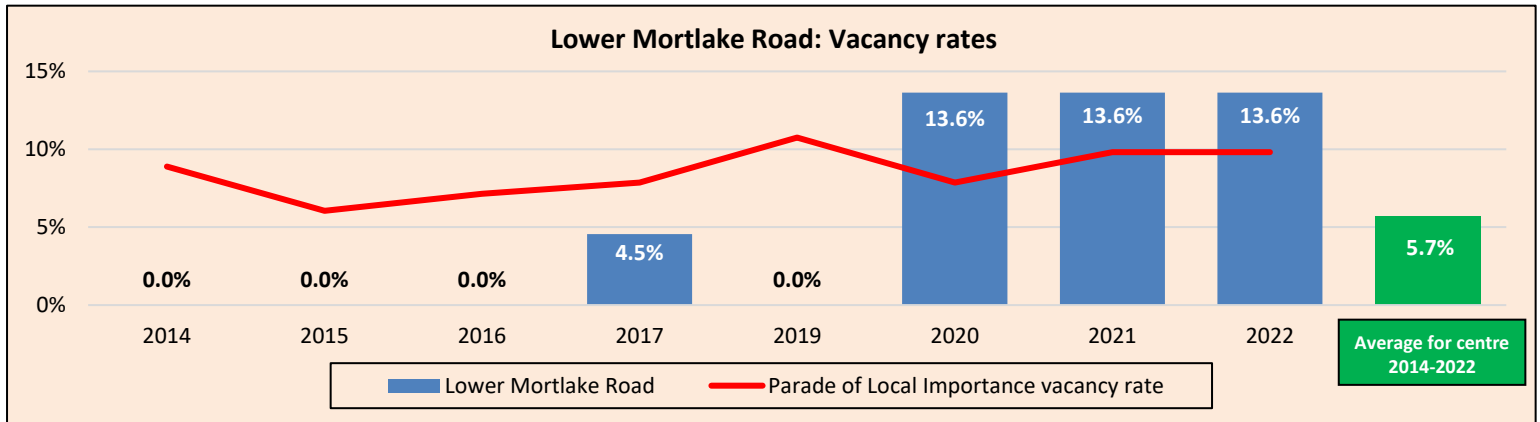


Source: SSA Town Centre Land Use Survey 2022¹⁴

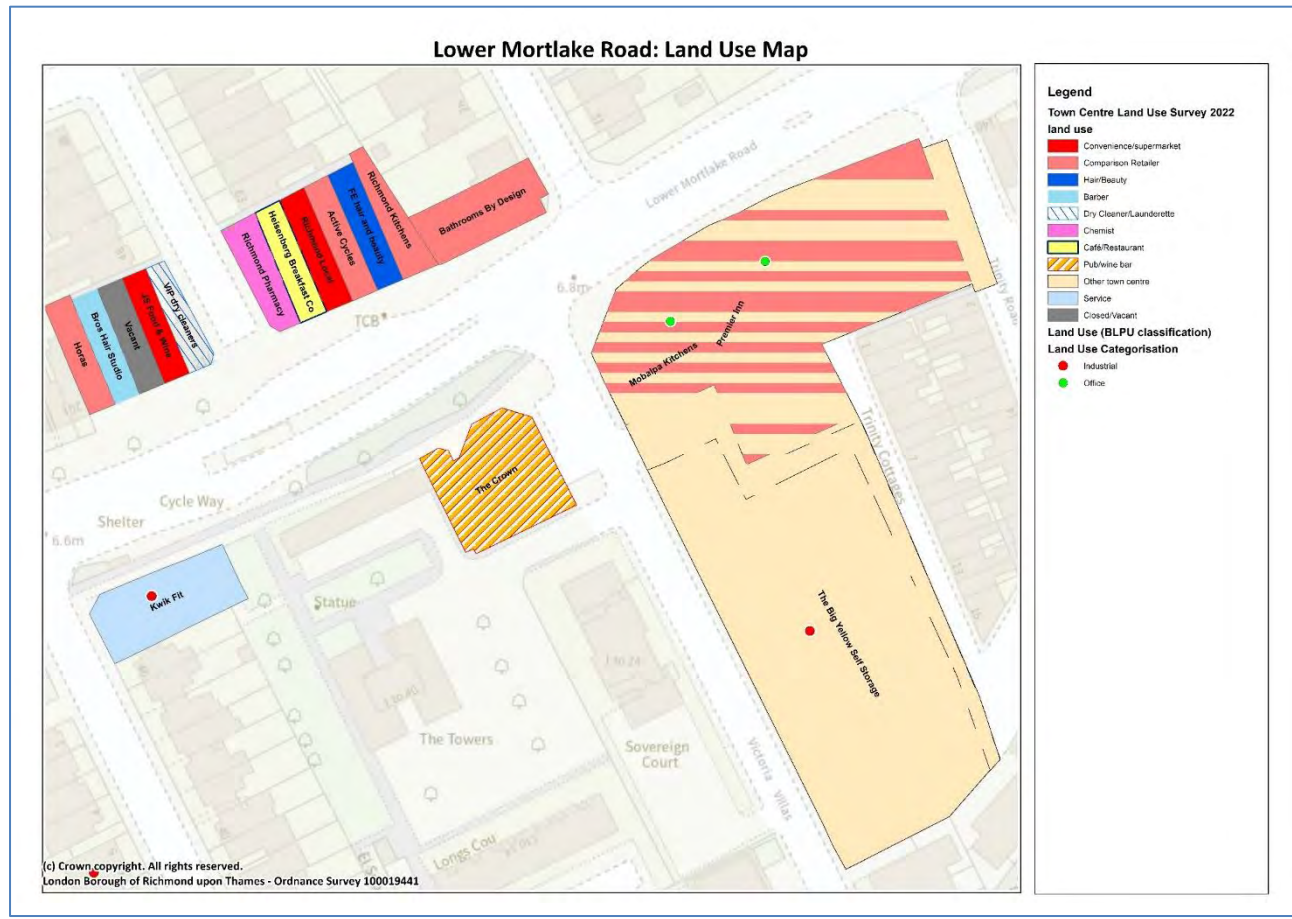
Lower Mortlake Road has 21 commercial units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴. Compared to the average local parade, Lower Mortlake Road has twice as many comparison retailers (23%), including three kitchen/bathroom showrooms and a cycle shop. Food & Beverage provision is limited to a café and pub. It has several essential services including a barber, hairdresser, dentist and drycleaner.

Vacancy data:

Lower Mortlake Road has an all-frontage vacancy rate of 13.6% (3 units) which is unchanged since 2020 and higher than the average vacancy rate for local parades. Previously vacancy rates had been very low. Two of the vacancies are offices.



Source: SSA Town Centre Land Use Survey 2022¹⁴



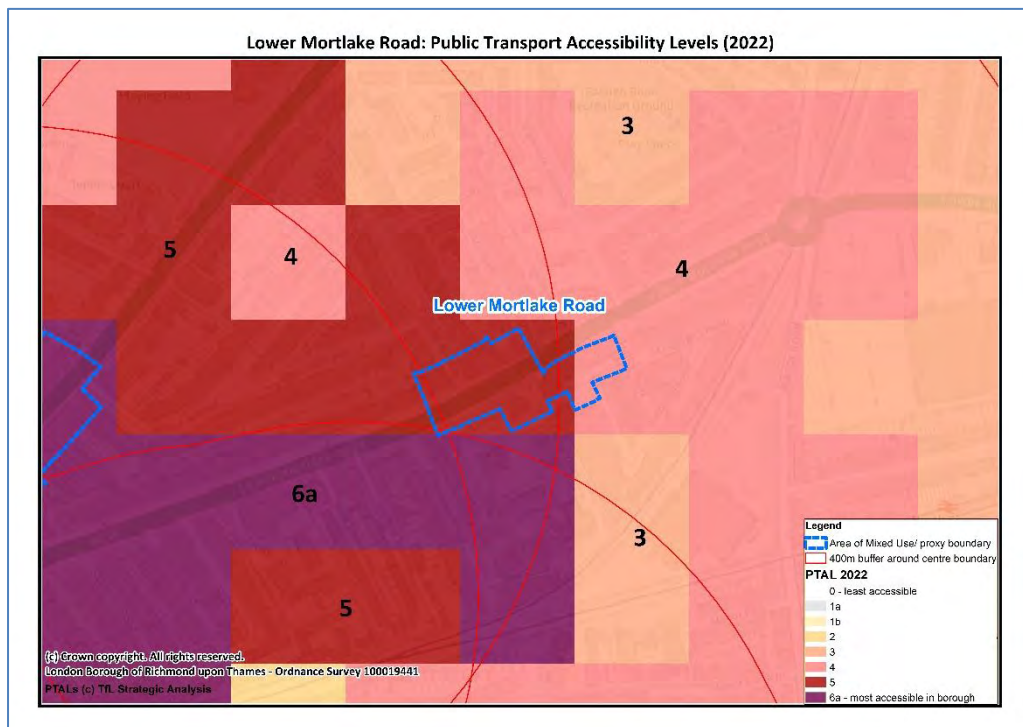
Customer views/experience:

Urban Design Study 2023¹²:

Valued features: Local landmarks - The Crown pub, on Lower Richmond Road/ Victoria Villas.

Negative qualities: Dominant presence of traffic along the major roads including Upper Richmond Rd/Sheen Road, Lower Richmond Road and Manor Road.

In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. No specific comments were raised about this parade.



Accessibility⁸:

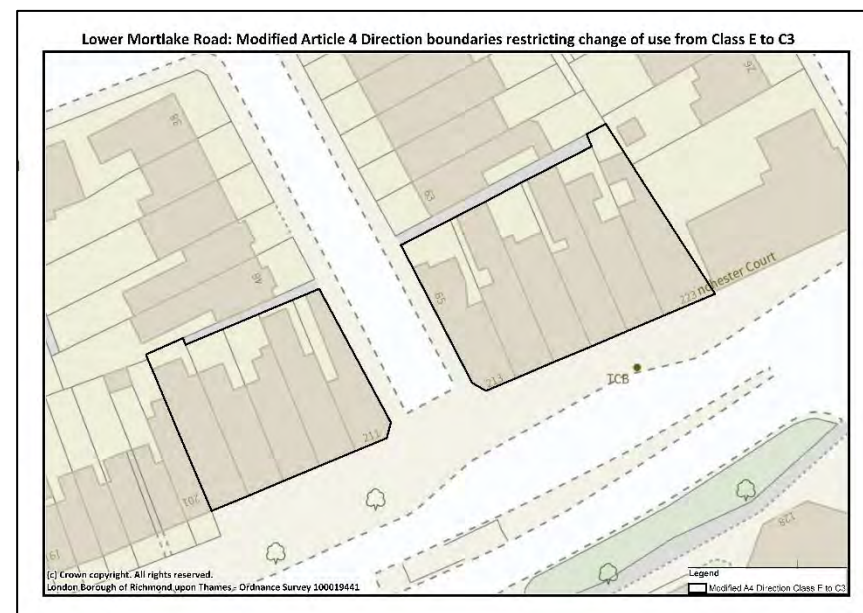
PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

Lower Mortlake Road, located on one of the main road’s running out Richmond, clearly has very good transport accessibility.

Source PTALs © TfL Strategic Analysis

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

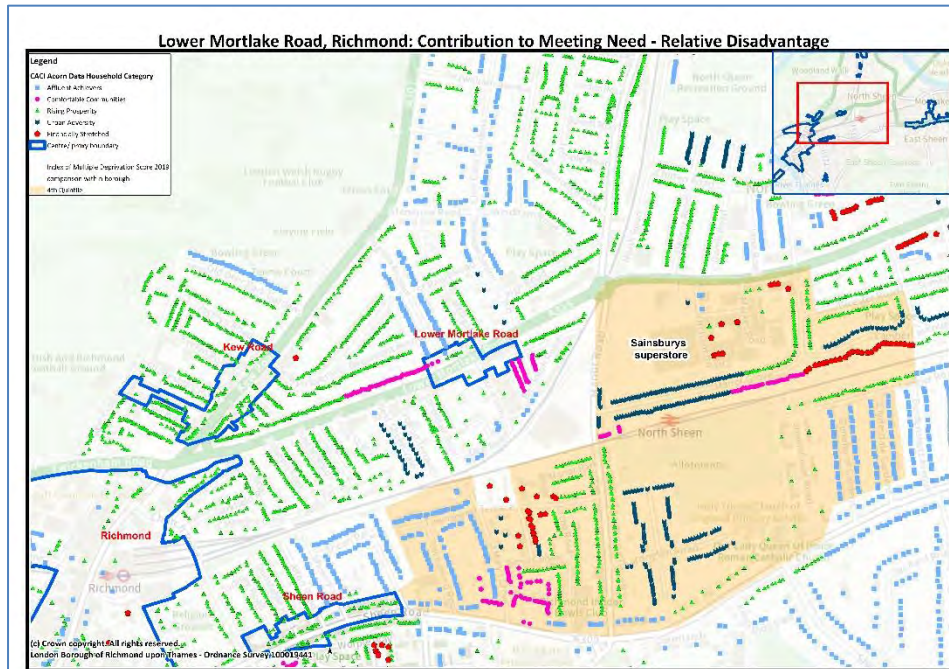
The boundary of an [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State which came into force on 29 July 2022⁵ is restricted to two blocks of frontage at 203 – 211 Lower Mortlake Road as illustrated on the map. It includes several essential shops & services including a supermarket, butchers, chemist/newsagent/ off licence, as displayed on the map opposite.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	✓	KOA/KBA: 72-84 Lower Mortlake Road, London House, Lower Mortlake Road Falstaff House & St George's House
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	Raleigh Road Rec – proposed in Regn 19 Plan as LGS.	Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM	✓	ILBP: Big Yellow Storage
Newsagent		GP/health centre	Counselling service nearby	Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Served office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL		Other: Large Offices on Kew Foot Road & Rosedale Studios
Chemist	✓	Vet		Music venue/night club		OOLTI	Finucane Court, Stanmore Gardens	
Dispensing?	Yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse	Premier Inn	POS	Raleigh Road Rec	
Provision: JS Food & Wine, independent		Pub/wine bar	✓ The Crown	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe take away	✓	Education:				
		Other:		School / pre-school				
		Launderette/Dry Cleaner	✓	Day nursery	(Community uses including nursery school on Windham Rd – 400ms away)			
		Bank/building society		Tutor/education centre				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Vehicle repairs	Community Centre	(Windham Croft centre – 400ms away)			
			Library					
			Museum/Gallery					
				Proximity to major attraction:	RB Gardens Kew			
Serving: relatively disadvantaged area – yes in part low public transport accessibility - no community more than 400 metres from provision – relatively small area also served by other provision.								
Asset of Community Value - none								



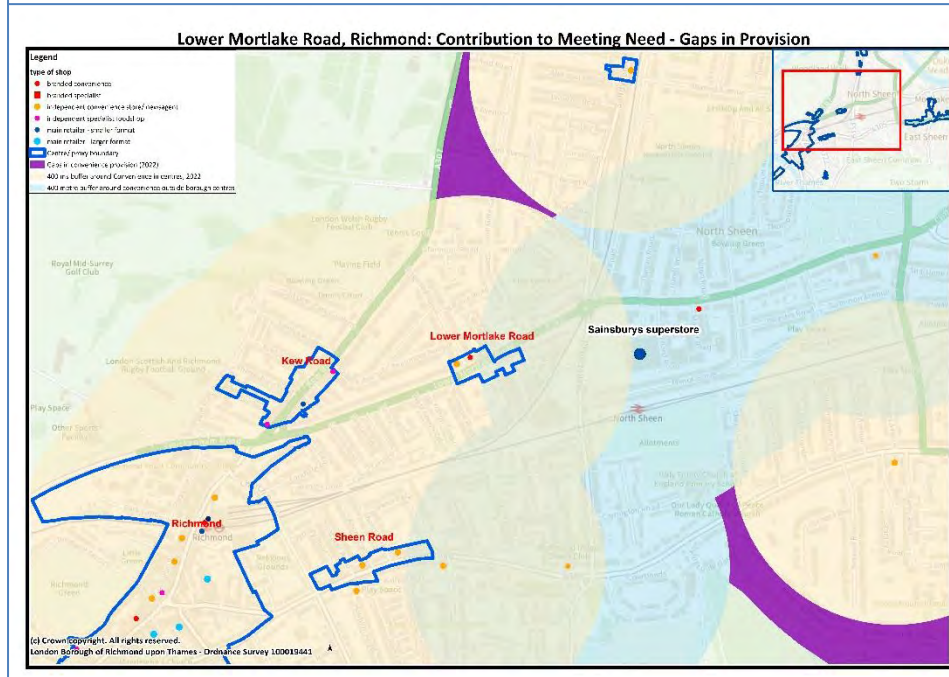
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

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

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

This parade serves a mixed community with each of the ACORN household types being represented. There are more affluent communities and also less well-off households strongly correlated to the location of social housing. Part of the centre’s catchment is also identified as relatively disadvantaged⁹.



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

This parade does not have a discreet catchment and indeed the Sainsburys superstore, Manor Road is located approximately 300ms to the east as the crow flies. There is a small area to the north which is an identified gap in provision which could be served by this parade.

Source: SSA GIS mapping

Summary:

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.

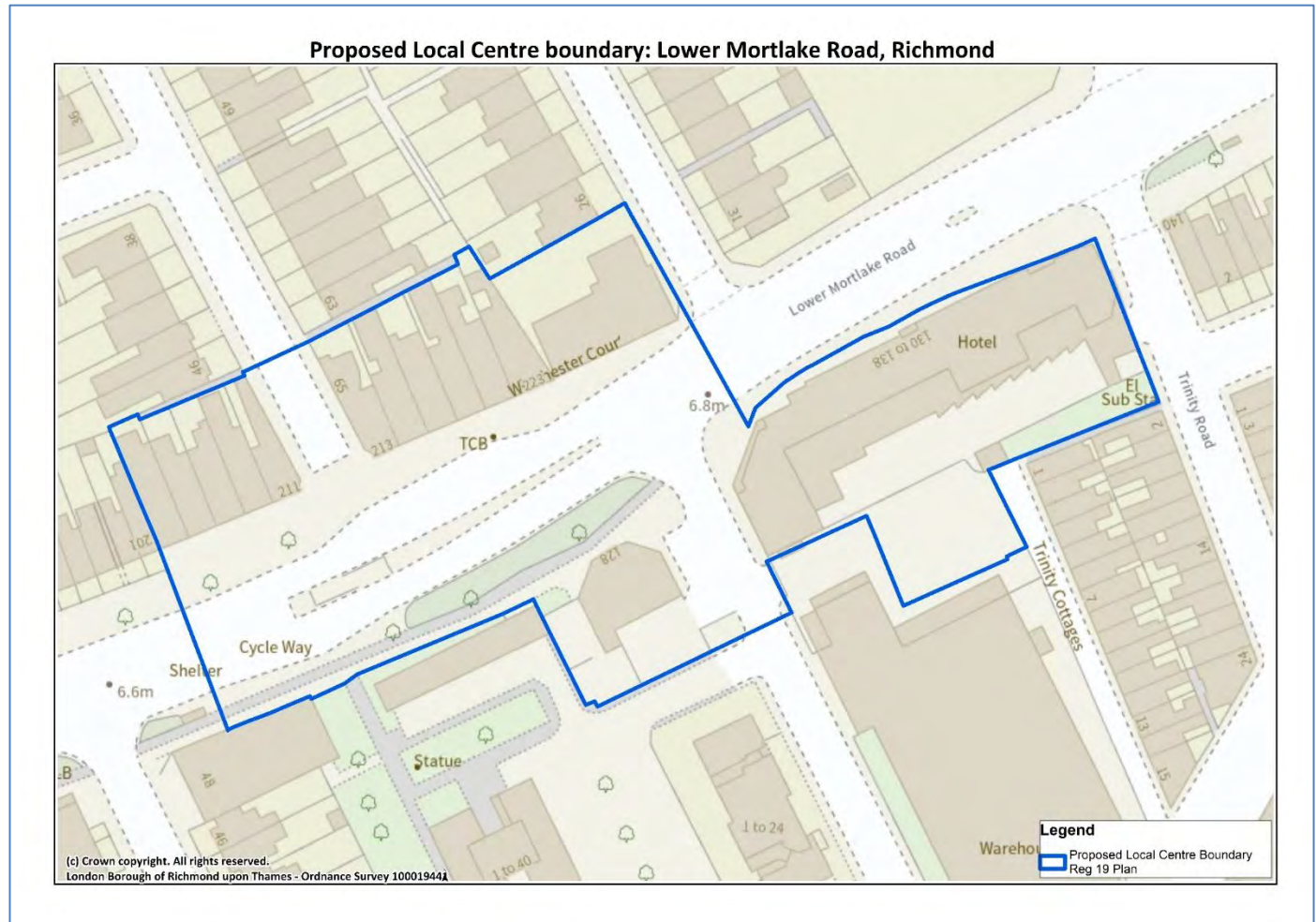
It has a good range of essential services which can only be provided in-person as well as other town centre uses including a Premier Inn and some comparison shopping – including bathroom and kitchen retailers.

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.

Recommendations:

Hierarchy: No change.

Boundary: Previously this centre was not defined by an Area of Mixed Use boundary. The boundary shown on the following map is proposed as a Local Centre Boundary for Lower Mortlake Road Important Local Parade. It is defined tightly around commercial uses.



4.9 Nelson Road, Twickenham



Overview: A small centre comprising 11 units to the northwest of Whitton district centre. There are residential areas to the north & south which are not well-served in terms of shopping. This centre, along with Heathside, serves one of the most relatively disadvantaged areas⁹ in the borough.

Policy & designations:

Adopted plan¹: Nelson Road, Twickenham is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy.
 Key Shopping Frontage at 300-322 (even) Nelson Road Parade, Twickenham. Centre not defined by an Area of Mixed Use boundary.

Regulation 18 Local Plan: as adopted Plan. No Site Allocations.

Publication Local Plan (Regulation 19)³: local centre boundary proposed. No Site Allocations.

Area Strategies:

The Publication Local Plan (Regulation 19)³ regarding Urban Design Study area Whitton and Heathfield Residential D1 - “The strategy is to improve the character of this area, with future new development using historic references, as well as taking opportunities to develop new character and sense of place.”

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

Related strategies:

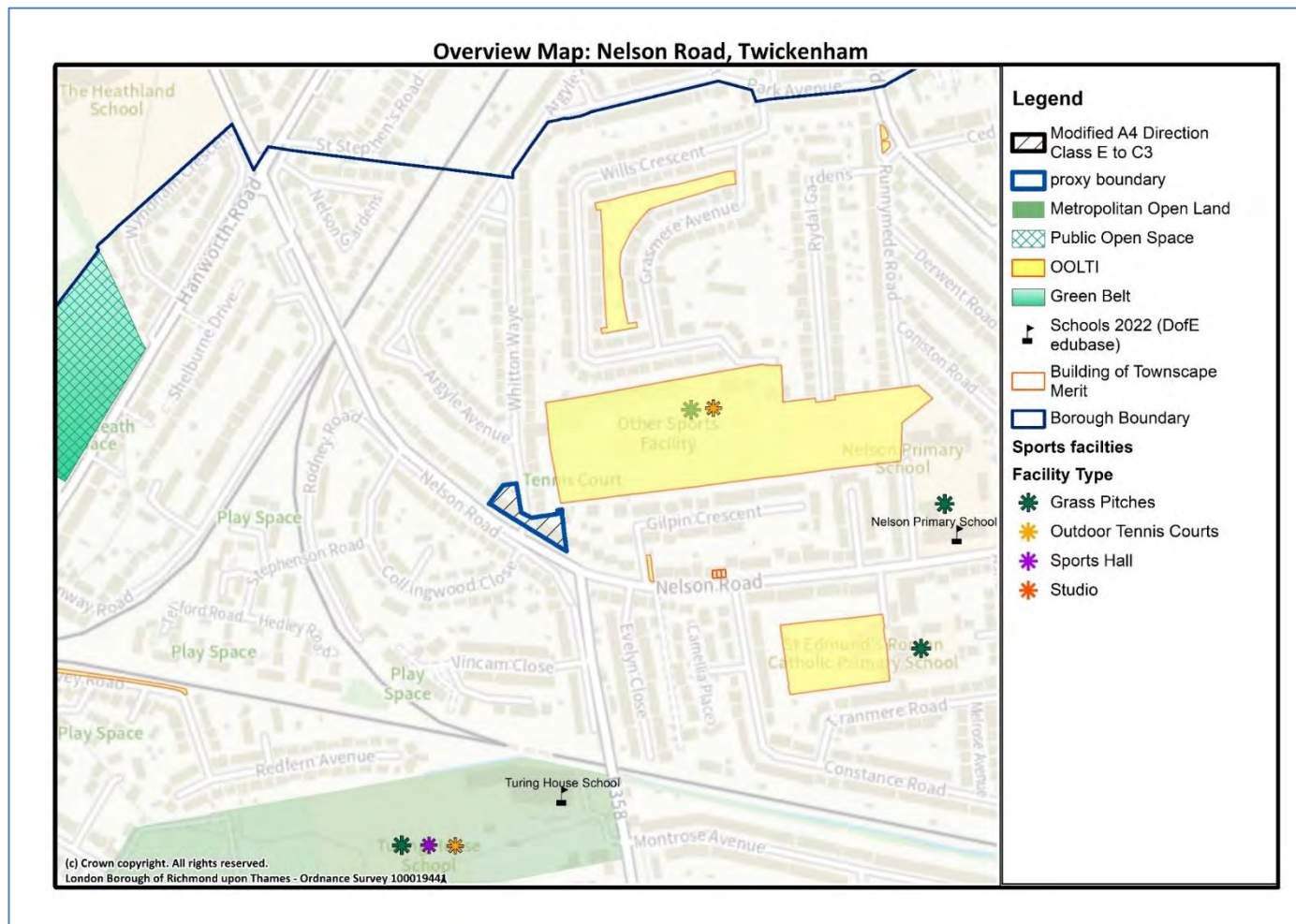
Village Plan SPD¹³ – reinforces Planning Policy Aims for Whitton and Heathfield, including:

- Protect local shopping parades at Nelson Road and Heathside [*Powder Mill Lane*].

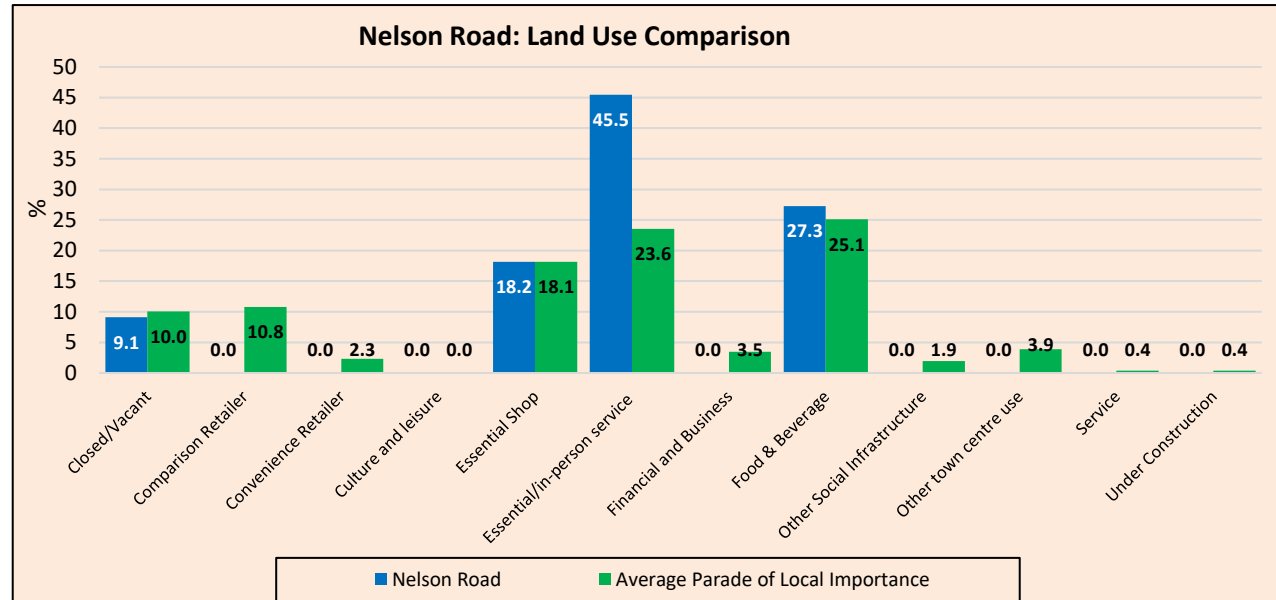
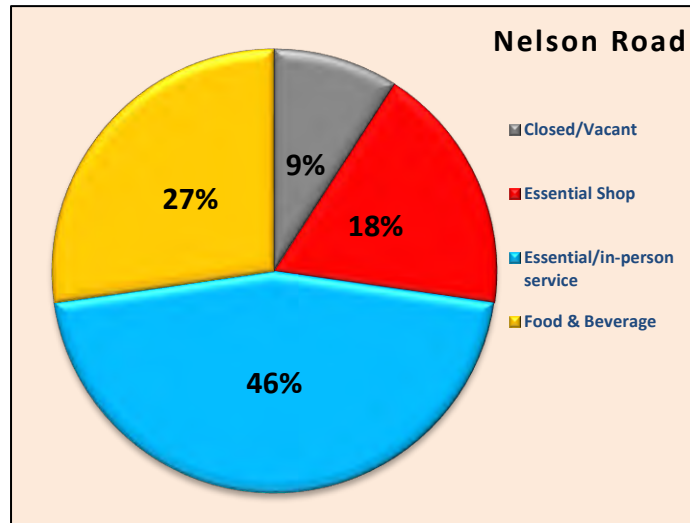
Urban Design Study 2023¹²

Nelson Road is located within the Whitton and Heathfield Residential character area.

Regulation 18 Local Plan consultation²⁴: No responses specifically relevant to this parade.



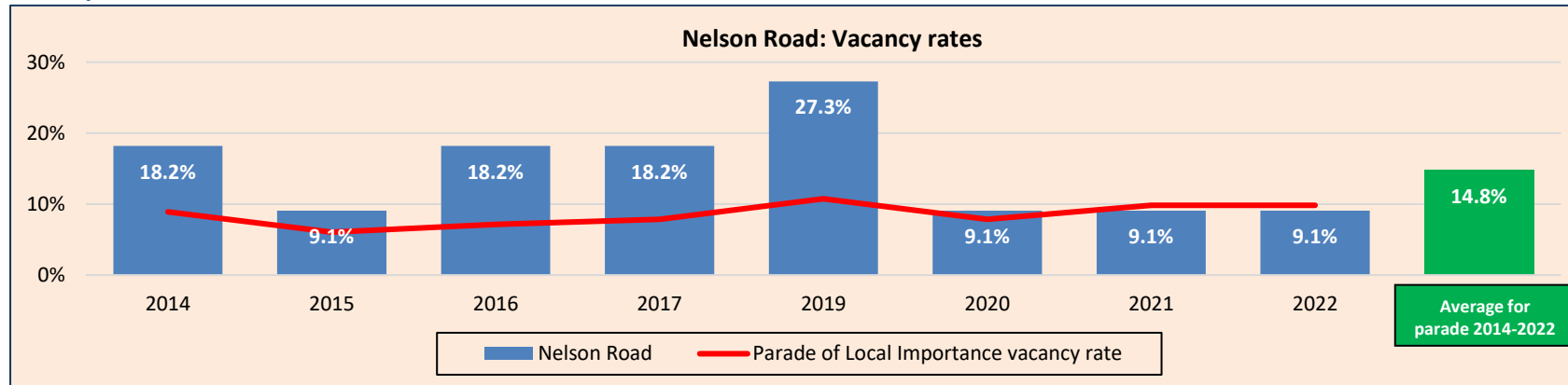
Composition of centre



Source: SSA Town Centre Land Use Survey 2022¹⁴

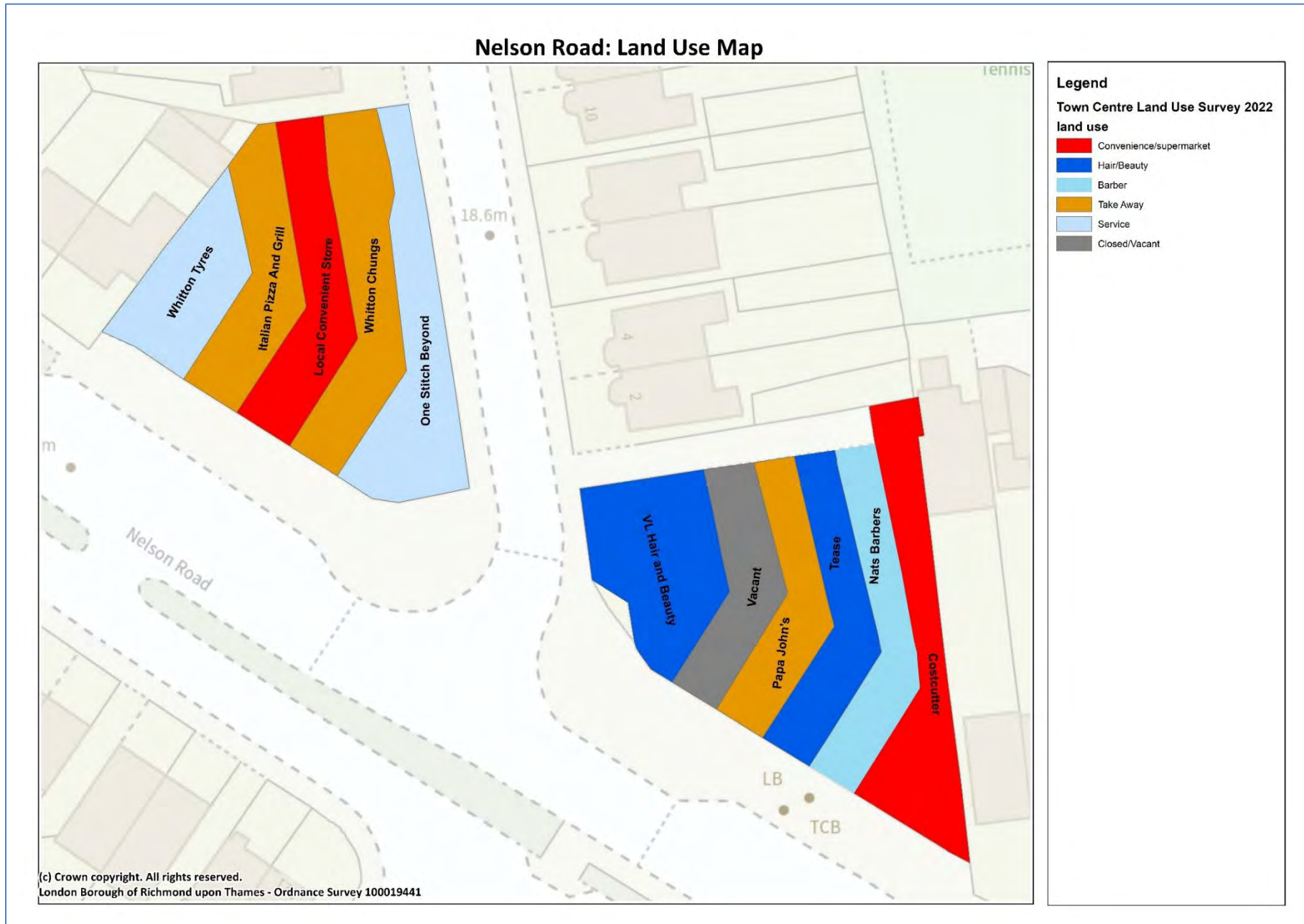
Nelson Road has 11 units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴. Compared to the average Parade of Local Importance, Nelson Road has a much larger proportion of essential/in-person uses (46%, 5 units), but understandably due to its size a limited overall mix of uses.

Vacancy data:



Nelson Road has an all-frontage vacancy rate of 9.1% (1 unit) which is unchanged since 2020 and broadly in-line with the average vacancy rate for all Parades of Local Importance.

Source: SSA Town Centre Land Use Survey 2022¹⁴



Source: SSA Town Centre Land Use Survey 2022¹⁴

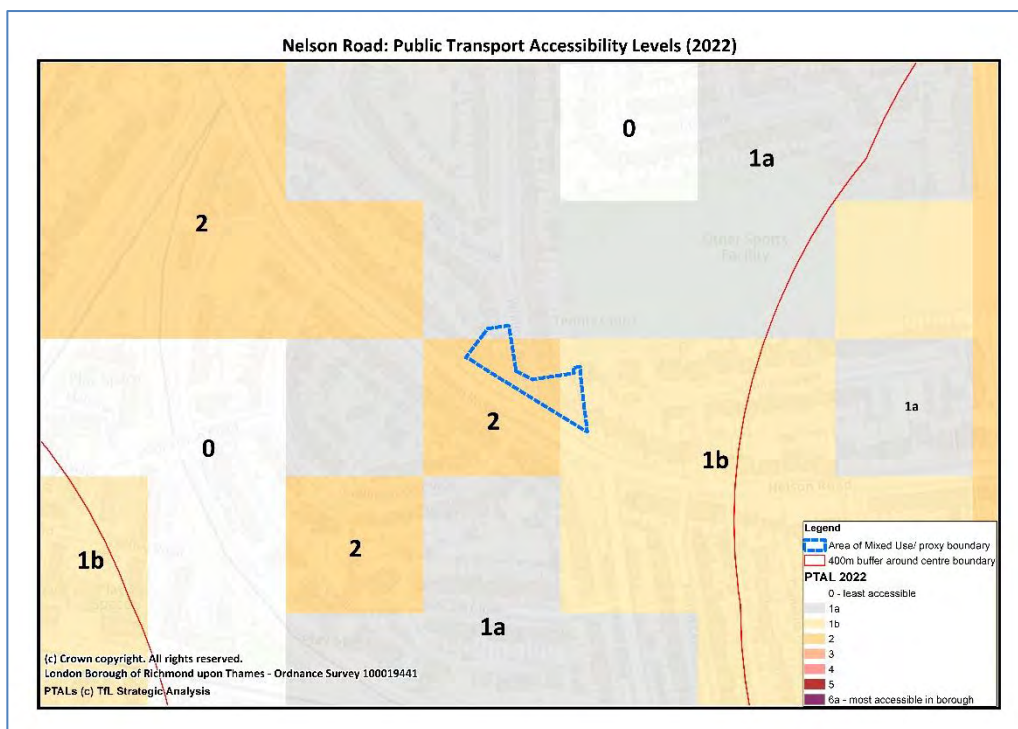
Customer views/experience:

Urban Design Study 2023¹²:

Valued features: Generally wide, tree-lined streets contribute a sense of openness and a semi-rural feel. An attractive quality of the area. Wide range of community services is of social value.

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

In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. No specific comments were raised about this parade.



Accessibility⁸:

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

It is obvious from the map opposite that Nelson Road serves an area which is not well-served by public transport.

Source PTALs © TfL Strategic Analysis



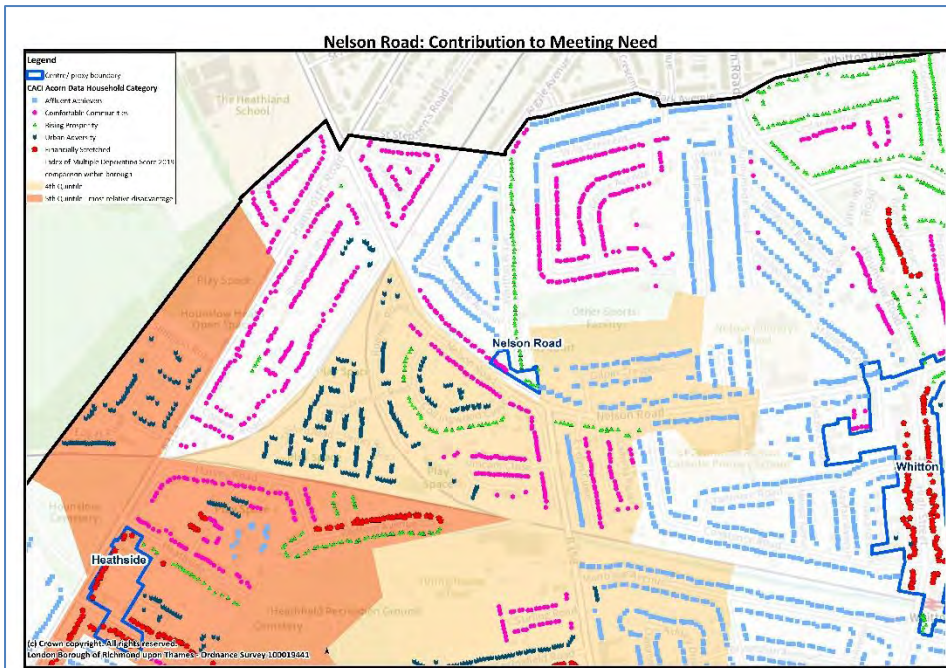
Article 4 Direction Class E (combined business class) to residential:

An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State came into force on 29 July 2022⁵. This small parade is included within the boundary, reflecting its contribution to meeting essential need.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:	Whitton Park Sports Association with pavilion in vicinity – offering a range of sports	Conservation Area		KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa		Playspace/recreation ground/LGS		Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM		ILBP:
Newsagent		GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL/ GB	Heathfield Rec to south, Hanworth Road RG to west	Other:
Chemist		Vet		Music venue/night club		OOLTI	✓ Nelson Primary School (Whitton Park)	
Dispensing?								
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		POS		
Provision: Costcutter and Local convenience store		Pub/wine bar		Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe		Education:				
		take away	✓ x3	School / pre-school	✓ Nelson Primary School			
		Other:		Day nursery				
		Launderette/Dry Cleaner		Tutor/education centre				
		Bank/building society		Community Centre				
				Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Tailor, vehicle repairs		Museum/Gallery			
			Proximity to major attraction:					
Serving: relatively disadvantaged area - yes low public transport accessibility - yes community more than 400 metres from provision - yes								
Asset of Community Value – none								



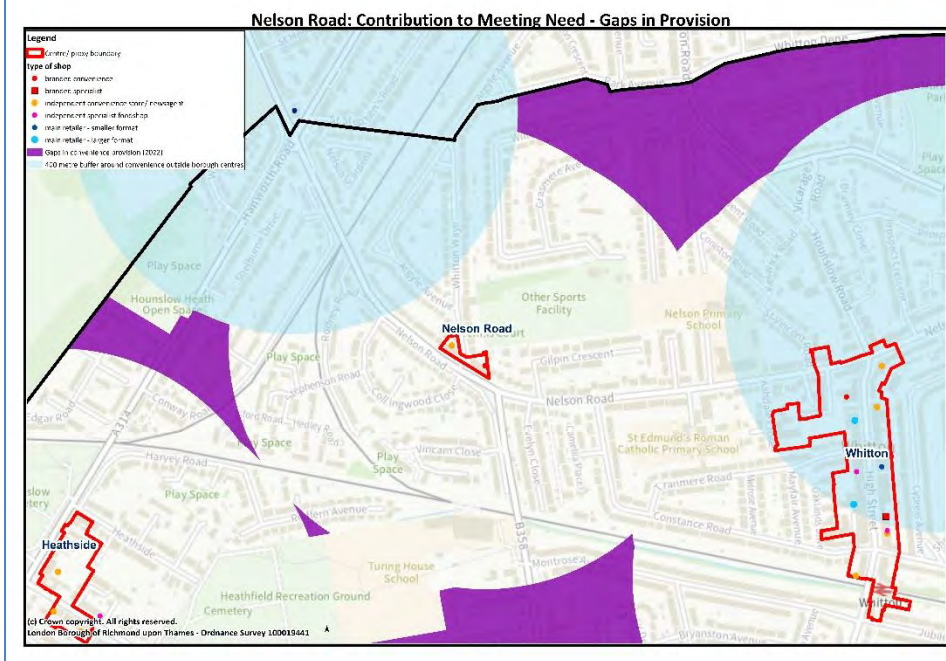
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

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

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

Nelson Road serves a mix of household types as categorised by ACORN. There is a significant amount of social housing to the west of the parade for whom Nelson Road provides the nearest top-up shopping opportunities. Part of this area is bounded on all sides by railway lines. There is a pedestrian bridge which links it to Hanworth Road and facilities at Heathside. Clearly this centre serves areas identified as being relatively disadvantaged.



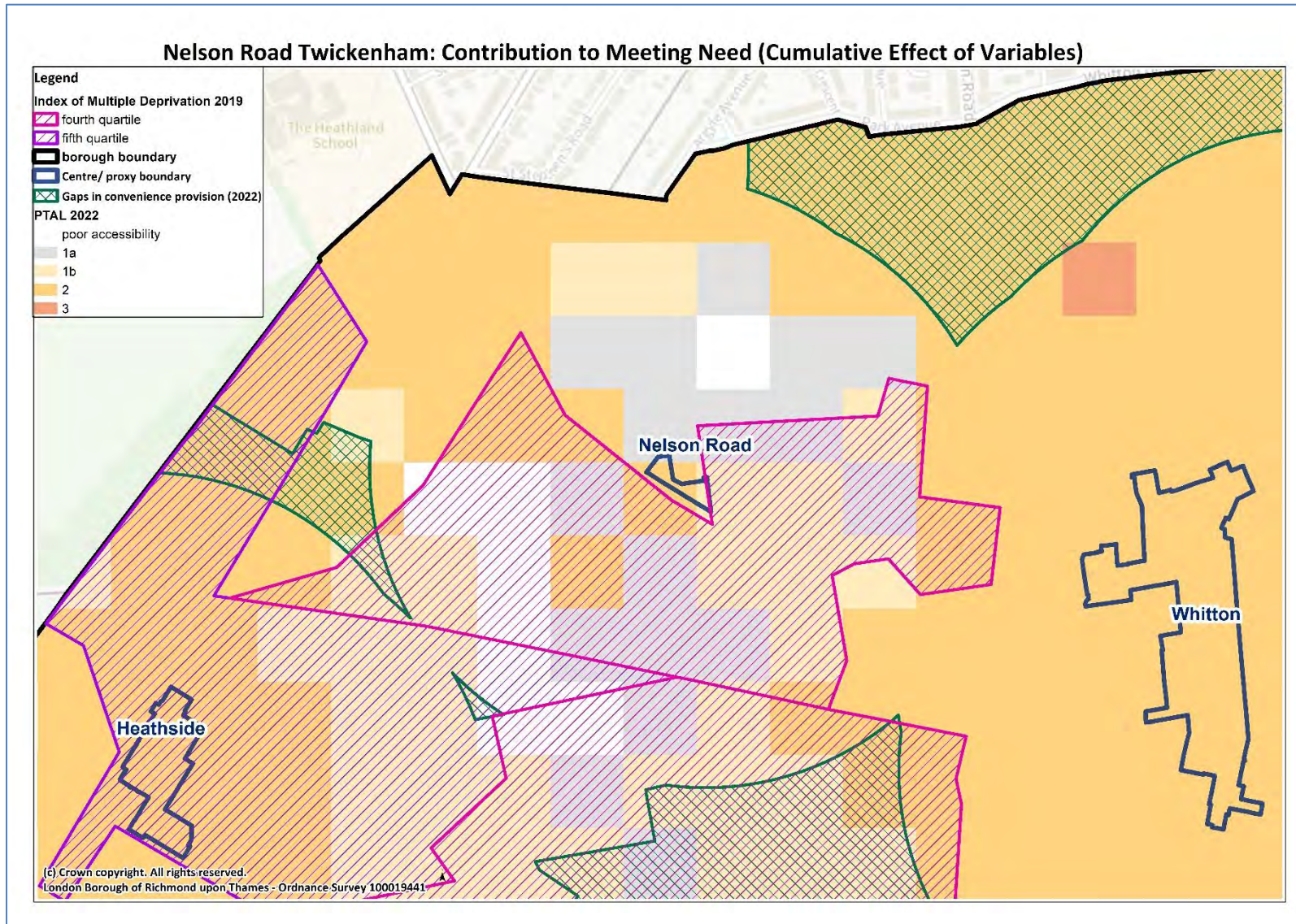
Centres meeting the needs of those living more than 400 metres from provision:

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

Along with Heathside and Whitton district centre and the Tesco Express on Hanworth Road just beyond the borough boundary, Nelson Road contributes to meeting those living more than 400 metres from alternative provision. It has a largely discreet 400 metre catchment and is a good example of a parade filling a gap between two larger centres.

Cumulative impact:

If the three variables are overlain, we can see this parade’s importance in meeting need.



Source: SSA GIS mapping

Summary:

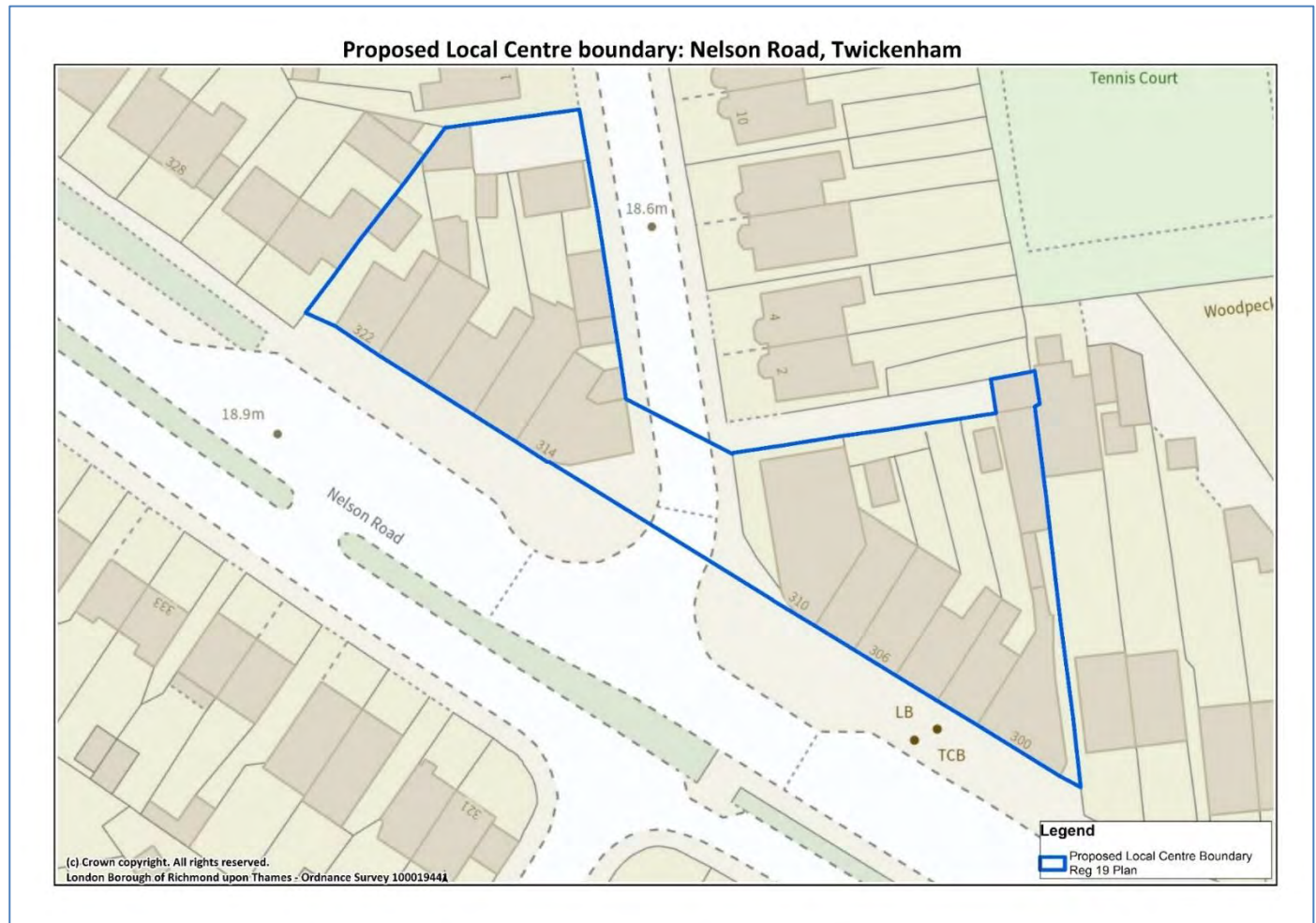
A small parade of 11 units, plugging a gap in provision between the larger centres of Heathside and Whitton. It is particularly important in meeting local top-up shopping needs and it provides in-person services.

It serves one of the most disadvantaged areas in the borough according to the Index of Multiple Deprivation 2019⁹. Public transport accessibility is relatively poor. Nelson Road is one of the few centres with a discreet catchment (400 metre buffer). It is therefore vital to meet local needs.

Recommendations:

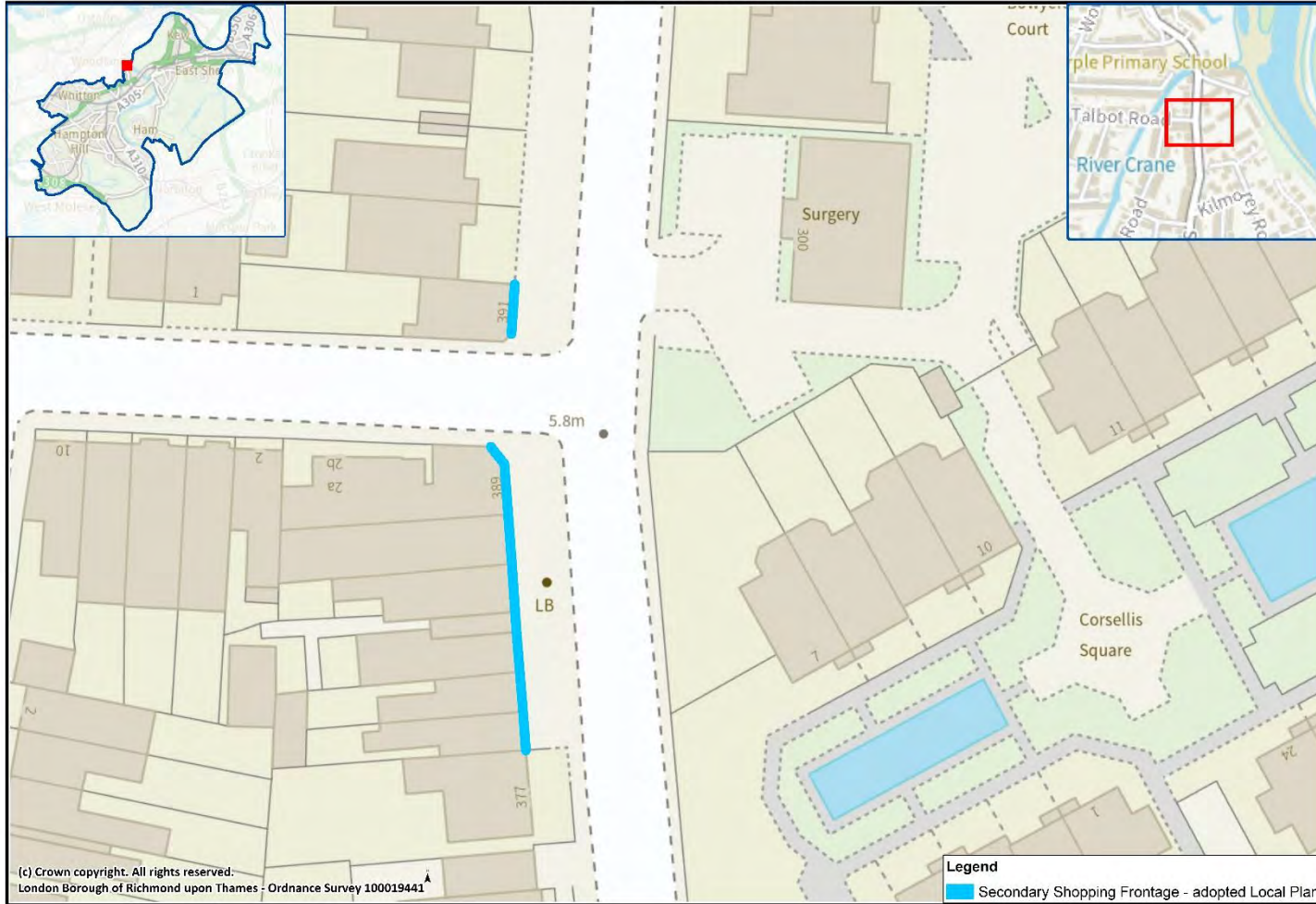
Hierarchy: No change to designation. Although a small parade Nelson Road's contribution to serving the local population is critical and warrants therefore inclusion as an Important Local Parade.

Boundary: Previously this centre was not defined by an Area of Mixed Use boundary. The boundary shown on the map opposite is proposed as a Local Centre Boundary for Nelson Road Important Local Parade, which will be displayed on the Policies Map.

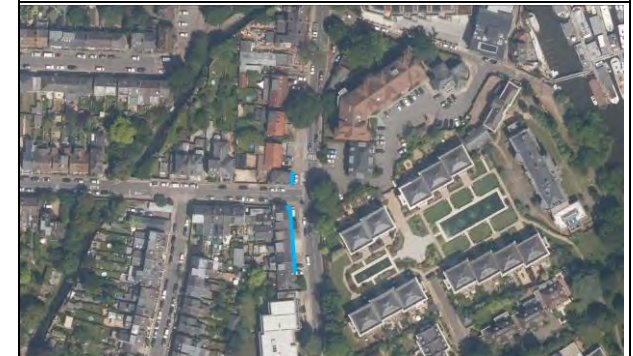


4.10 St Margarets Road, Twickenham

St Margarets Road parade



© Google Streetview



Blue lines indicate Secondary Shopping Frontage in the adopted Plan¹.

Overview: This small parade comprises a small stretch of secondary frontage on the northern side of the A316 distinct from St Margarets centre. Located close to the borough boundary and opposite Brunel University, it has a distinct local catchment area (in terms of 400m buffer) and would also serve residents living in the London Borough of Hounslow.

In addition, it provides for a population to the south which is an identified gap in convenience provision. This parade of only 7 units includes a newsagent, general store & podiatrist and has a GP surgery opposite.

Policy & designations:

Adopted plan¹: St Margarets Road is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy.

Secondary Shopping Frontage - 379-391 (odd) St Margarets Road, Twickenham. Centre not defined by an AMU boundary.

Regulation 18 Local Plan: As above

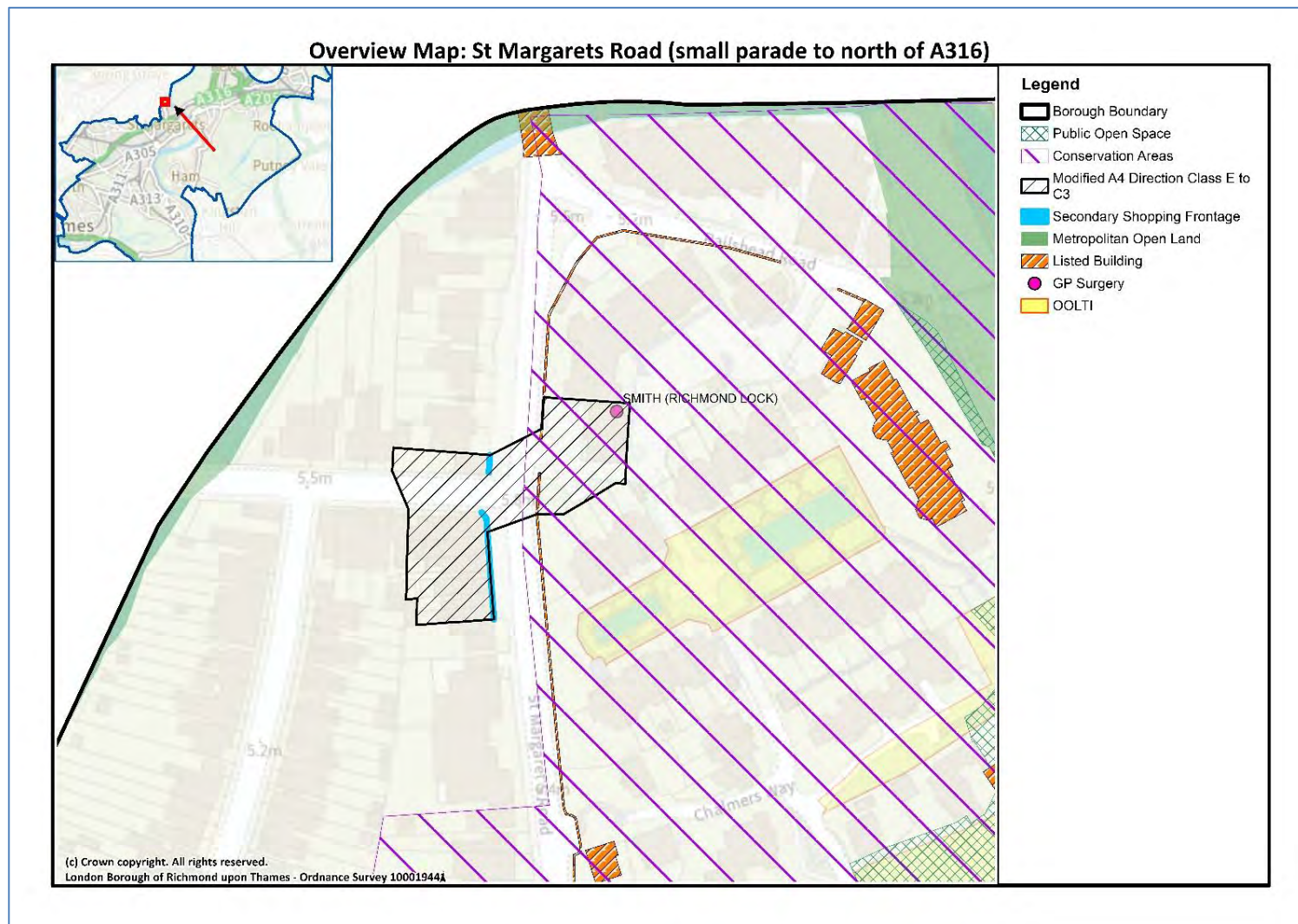
Publication Local Plan (Regulation 19)³: Proposed Local Centre Boundary.

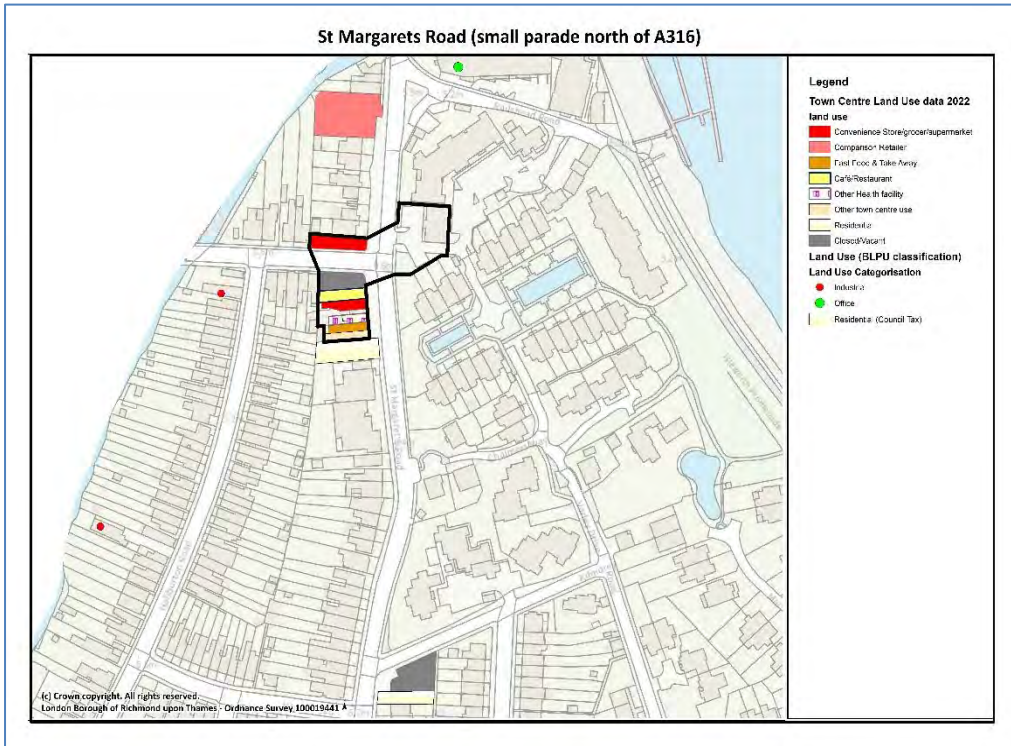
Related strategies:

St Margarets Village Plan SPD¹³:

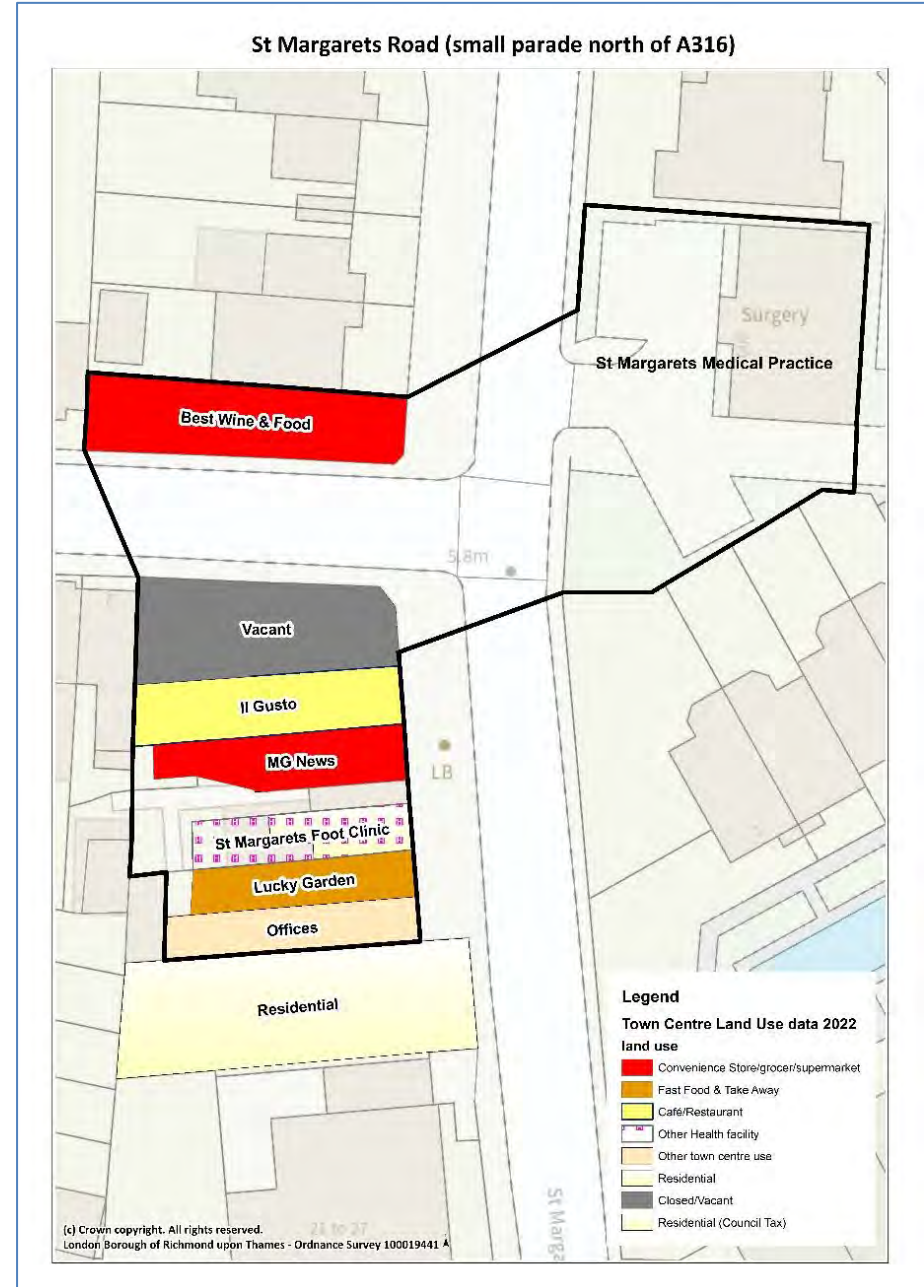
* protect and enhance local shopping in the local parades on St Margarets Road (north of the A316) and Crown Road

Regulation 18 Local Plan consultation²⁴: No specific comments relating to this parade.





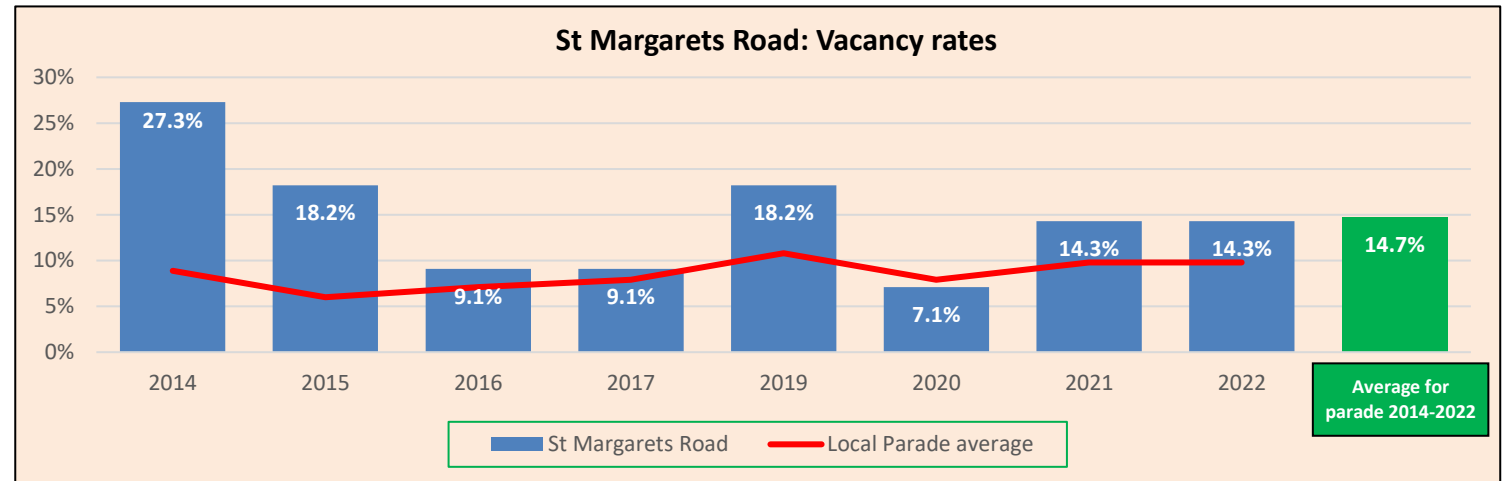
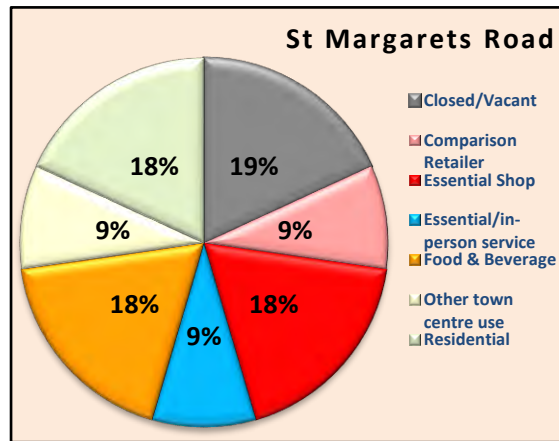
Source: SSA Town Centre Land Use Survey 2022¹⁴



Source: SSA Town Centre Land Use Survey 2022¹⁴

Composition of centre

The parade has only 7 units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴ and one vacancy. There is a further vacant unit to the south at No 298 St Margarets Road, a former hairdresser which has permission for conversion to residential (ref 21/4169/FUL). This parade is providing for basic needs with 2 convenience stores, café, takeaway and foot clinic, with a GP practice opposite.

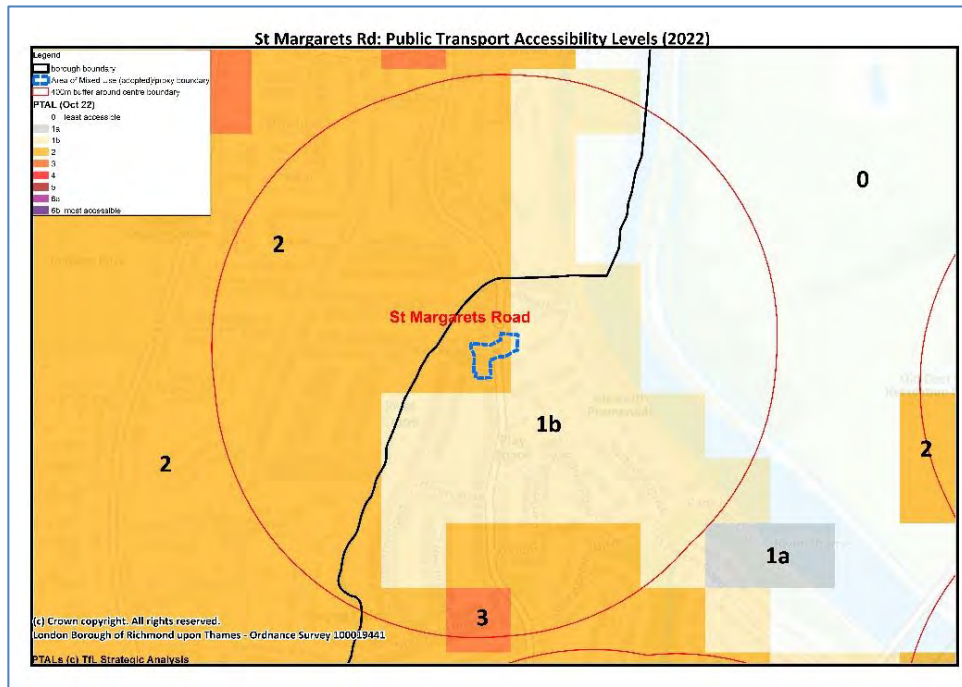


Source: SSA Town Centre Land Use Survey 2022¹⁴

Vacancy Rates:

Vacancy rates for St Margarets Road largely mirror the pattern for local parades but at a higher rate. However, there were only 2 vacant units in 2022, both of which have planning history relating to change of use to residential.

Accessibility⁸:



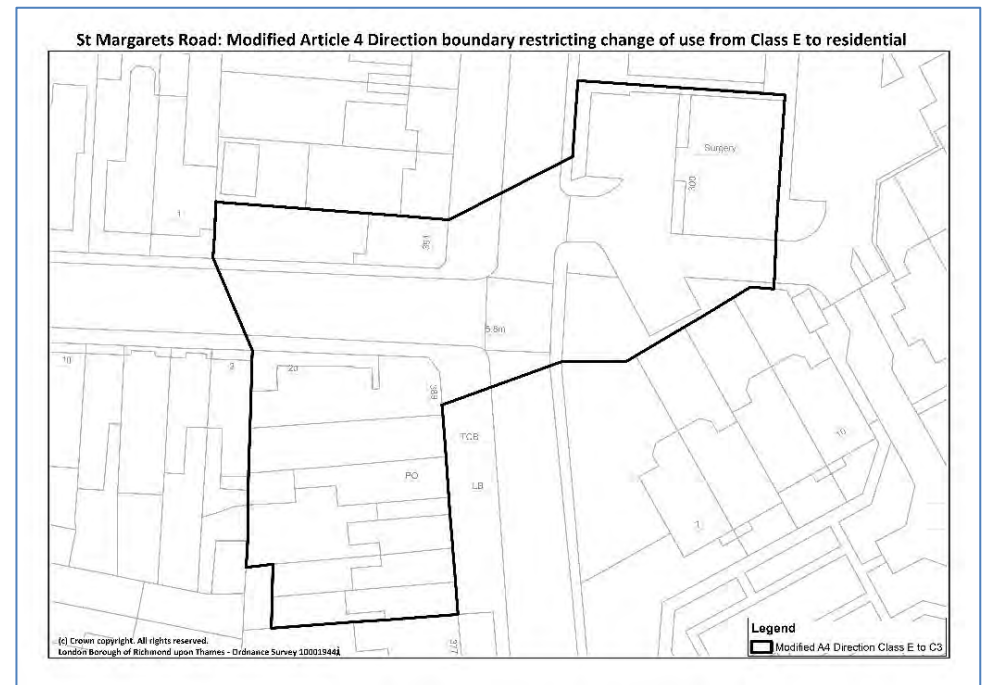
PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

The parade is largely in PTAL 2 which indicates poor accessibility. Of significance is that most of the community it serves is identified as having a PTAL rating of 1b – which is very poor. The area is bordered by the River Thames, which provides a natural barrier.

Source PTALs © TfL Strategic Analysis

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

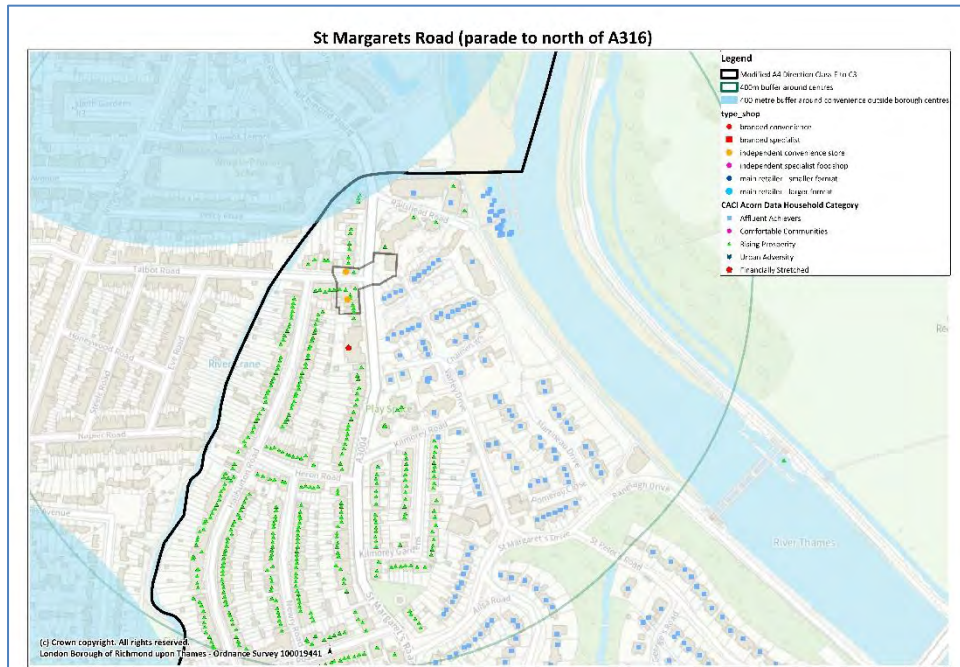
This parade has a closely drawn [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State which came into force on 29 July 2022⁵. This recognises the importance of the parade in meeting local needs.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber		Sports & Leisure facilities:		Conservation Area	Covering GP surgery only	KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa		Playspace/recreation ground/LGS		Listed Building	Several in vicinity on former Brunel University site including wall	
Butcher		Health facilities/vet:		Gym/fitness		BTM		ILBP:
Newsagent*	✓	GP/health centre	✓	Yoga/Pilates (separate from gym)	Studio in Foot Clinic	Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist	✓	Theatre		Open space designation:		
Off licence*	✓	Physiotherapist/osteopath	✓ in Foot Clinic	Cinema		MOL	Along Thames	Other: some employment on Railshead Road
Chemist		Vet		Music venue/night club		OOLTI	2 parcels in vicinity	
Dispensing?								
supermarket/ general store etc	✓ x2	Food & Beverage offer:		Hotel/guesthouse		POS	On former Brunel University site.	
Provision: independent convenience store shop/newsagent/ off licence		Pub/wine bar		Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school				
		Other:		Day nursery				
		Launderette/Dry Cleaner		Tutor/education centre				
		Bank/building society		Community Centre				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Library				
			Museum/Gallery					
			Proximity to major attraction:					
Serving: relatively disadvantaged area ✓ (Hounslow - Isleworth) low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value - none								



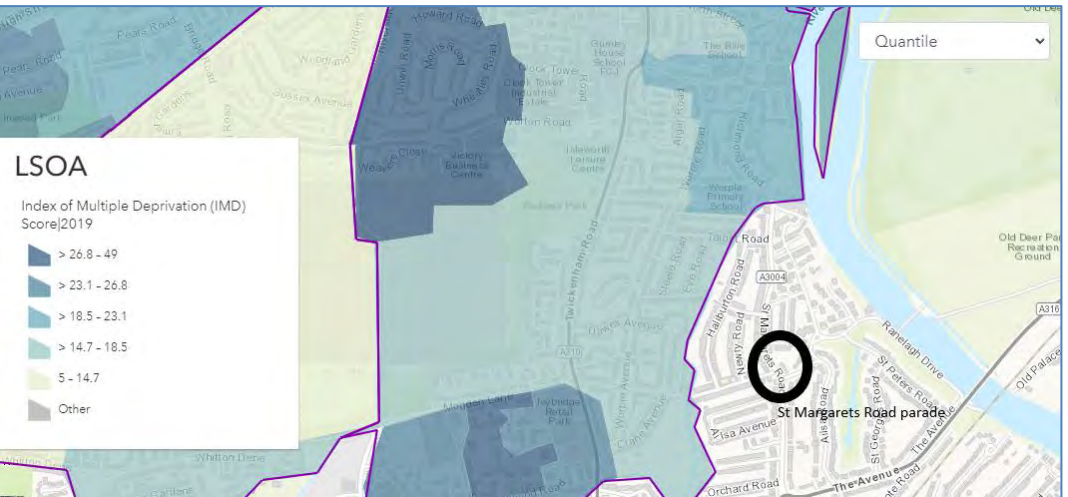
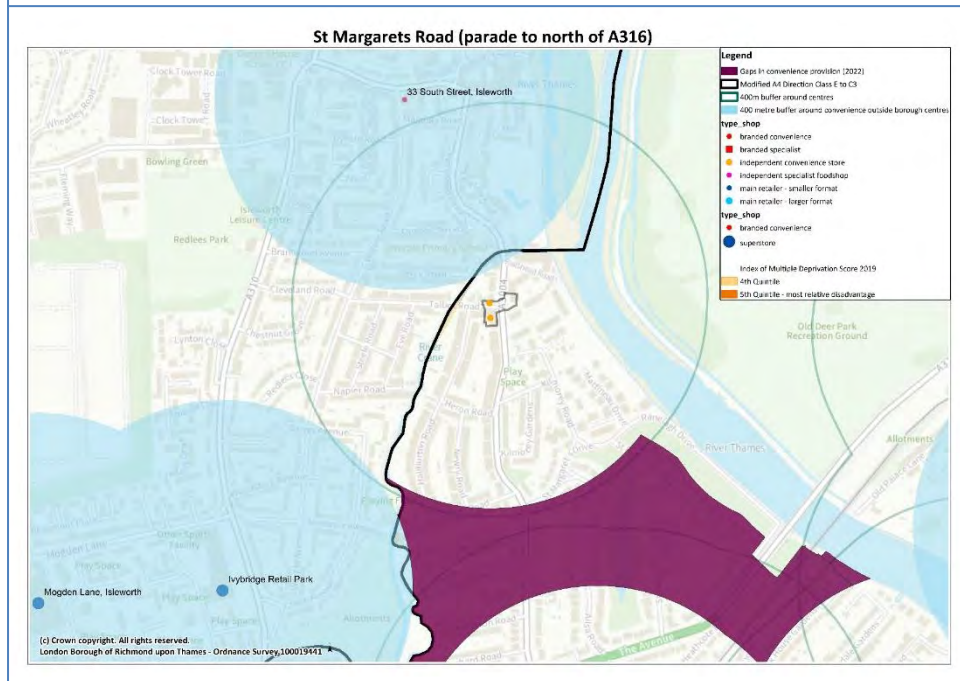
Meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

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

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

According to the ACORN household categorisation data, the parade does not serve a population which is in the less well-off groups. However, this parade also serves a community in Hounslow. Areas to the north and west of the parade could be considered relatively disadvantaged/deprived in a Hounslow context⁹.

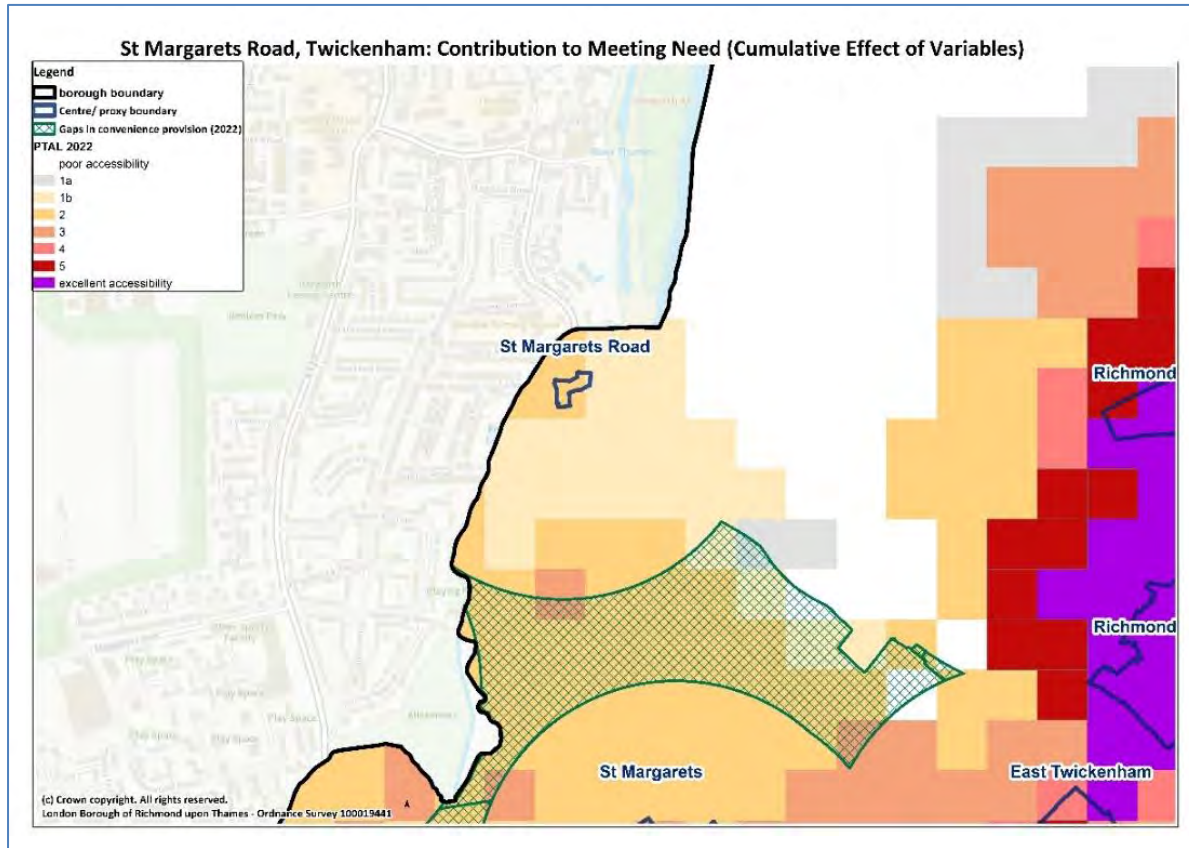


source: LB Hounslow website.

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

It is clear from the map that this parade makes a vital contribution to meeting the immediate needs of residents both in this borough and in Hounslow. To the north of the centre residents will be partly served by the Co-op in Isleworth. The Asda at Ivybridge Retail Park and the Tesco Extra at Mogden Lane may also contribute to meeting provision to the west of the centre, albeit not within reasonable walking distance for most residents within this parade’s 400 metre buffer.

Source: SSA GIS mapping



Cumulative impact:

This small parade serves an area not well-served by public transport, an area to the north in the neighbouring borough of Hounslow which is relatively disadvantaged and contributes to meeting a gap in provision.

Source: SSA GIS mapping

Summary:

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, one of which is a good size and split between 2 units either side of Talbot Road.

The parade also has a GP practice, a chiropodist/physiotherapist, a restaurant and take away and is therefore providing valuable local services.

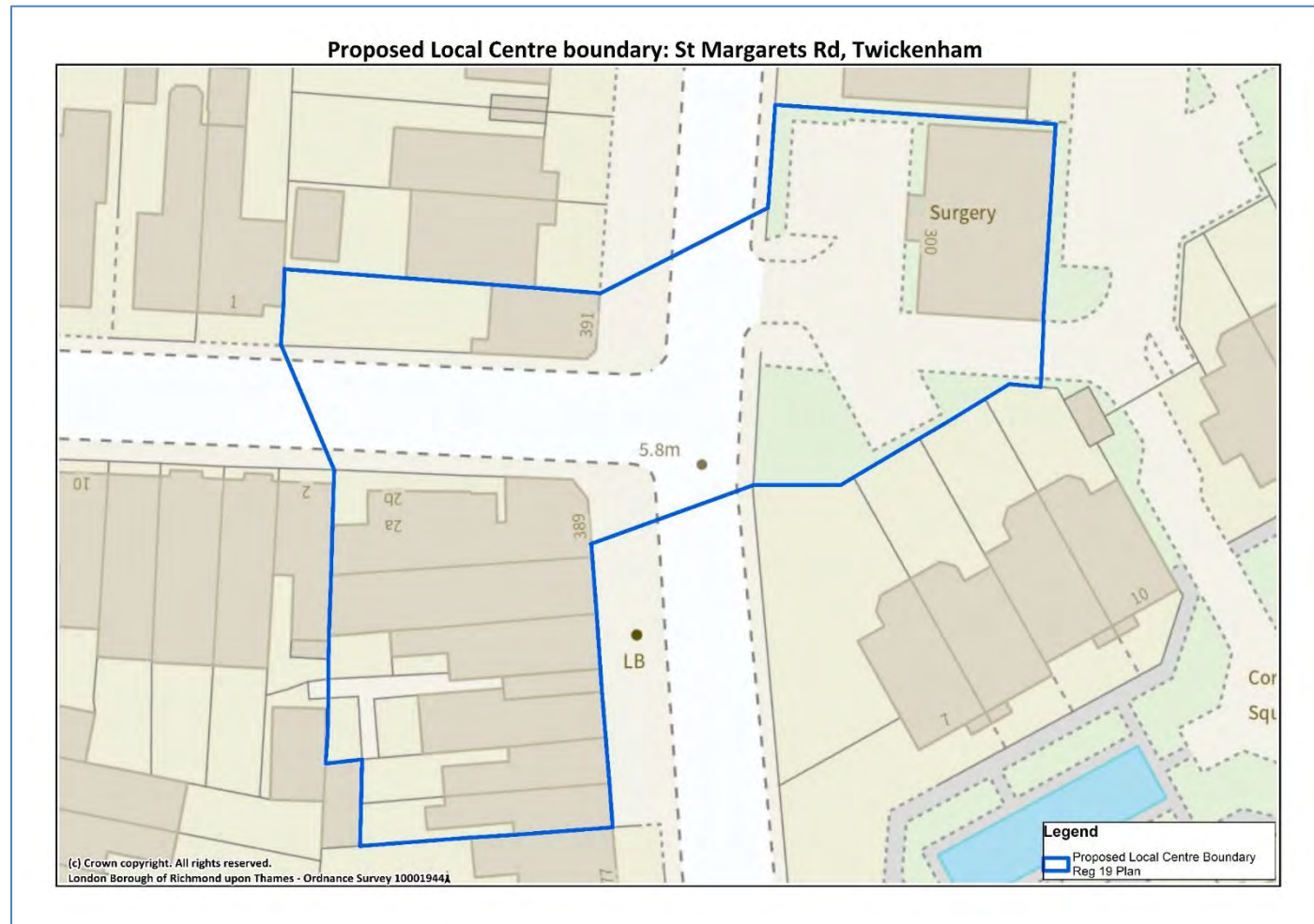
It is serving communities which are not particularly accessible, partly because of the barrier of the river. It meets a local need (potentially also for Hounslow residents) and serves those in an area identified as being a gap in convenience provision.

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.

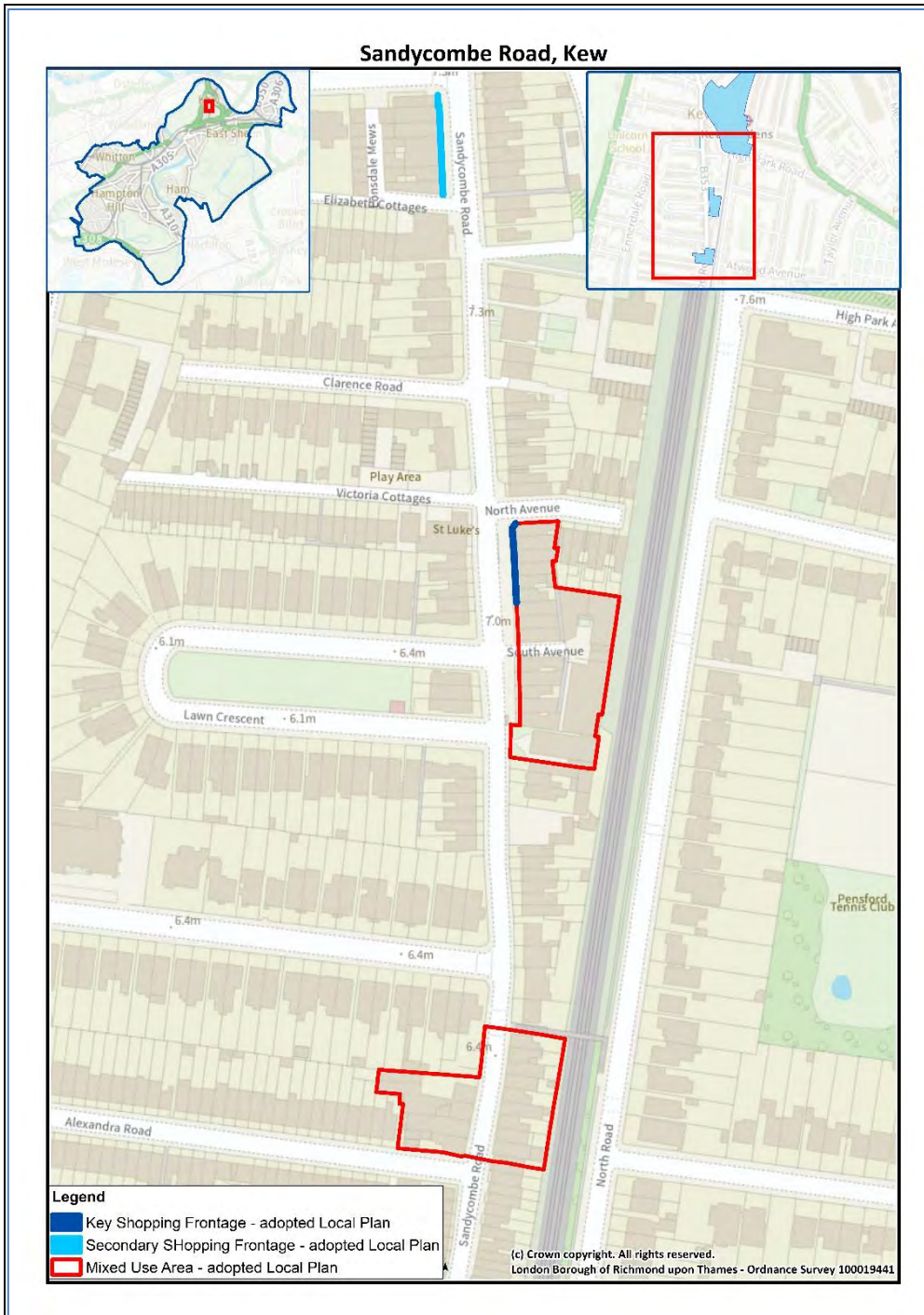
Recommendations:

Hierarchy: No change

Boundary: It is proposed to adopt the Article 4 Direction boundary as a Local Centre Boundary in the Regulation 19 Local Plan for this parade as illustrated by the map opposite.



4.11 Sandycombe Road, Kew



277-285 Sandycombe Road



287-295 Sandycombe Road

Overview: Sandycombe Rd centre, Kew is in relatively close proximity to the much larger Kew Gardens local centre which has a good range of local shopping facilities. In particular, the 296-308 Sandycombe Road section is less than 80 metres from Kew Gardens centre with whose catchment area it overlaps. To the south, two further sections are defined AMUs in the adopted Local Plan (intersections of Sandycombe Road with South Avenue and Alexandra Road). Much of the west side of the centre is covered by Conservation Area status. The centre is located within PTALs 3 & 2 (6 indicating high accessibility & 0 indicating low accessibility). Sandycombe Road has approximately 40 commercial units interspersed with housing.

Policy & designations:

Adopted plan¹: Sandycombe Road, Kew is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy. (1) 296-308 (even) Sandycombe Road, Kew (SSF), (2) 229-245 (odd) and 234-240 (even) Sandycombe Road (South), Kew (AMU), (3) 275-303 (odd) Sandycombe Road (North) and 1-7 South Avenue, Kew (AMU, KSF)

Regulation 18 Local Plan: as adopted Plan. No Site Allocations.

Publication Local Plan (Regulation 19): Proposed local centre boundaries for the three sections of this parade.

Area Strategies:

The Publication Local Plan (Regulation 19)³– “There is a lively and attractive local shopping centre at Kew Gardens Station... there are also local parades at Kew Green and Sandycombe Road which provide for top-up shopping... the strategy for this area is to conserve the character, whilst enhancing existing features where appropriate”.

The Vision – “The vision for Kew is to maintain its character as a residential area. Kew Gardens Station will continue to provide a lively shopping centre for residents and visitors, with local shops and services at Kew Green and Sandycombe Road.”

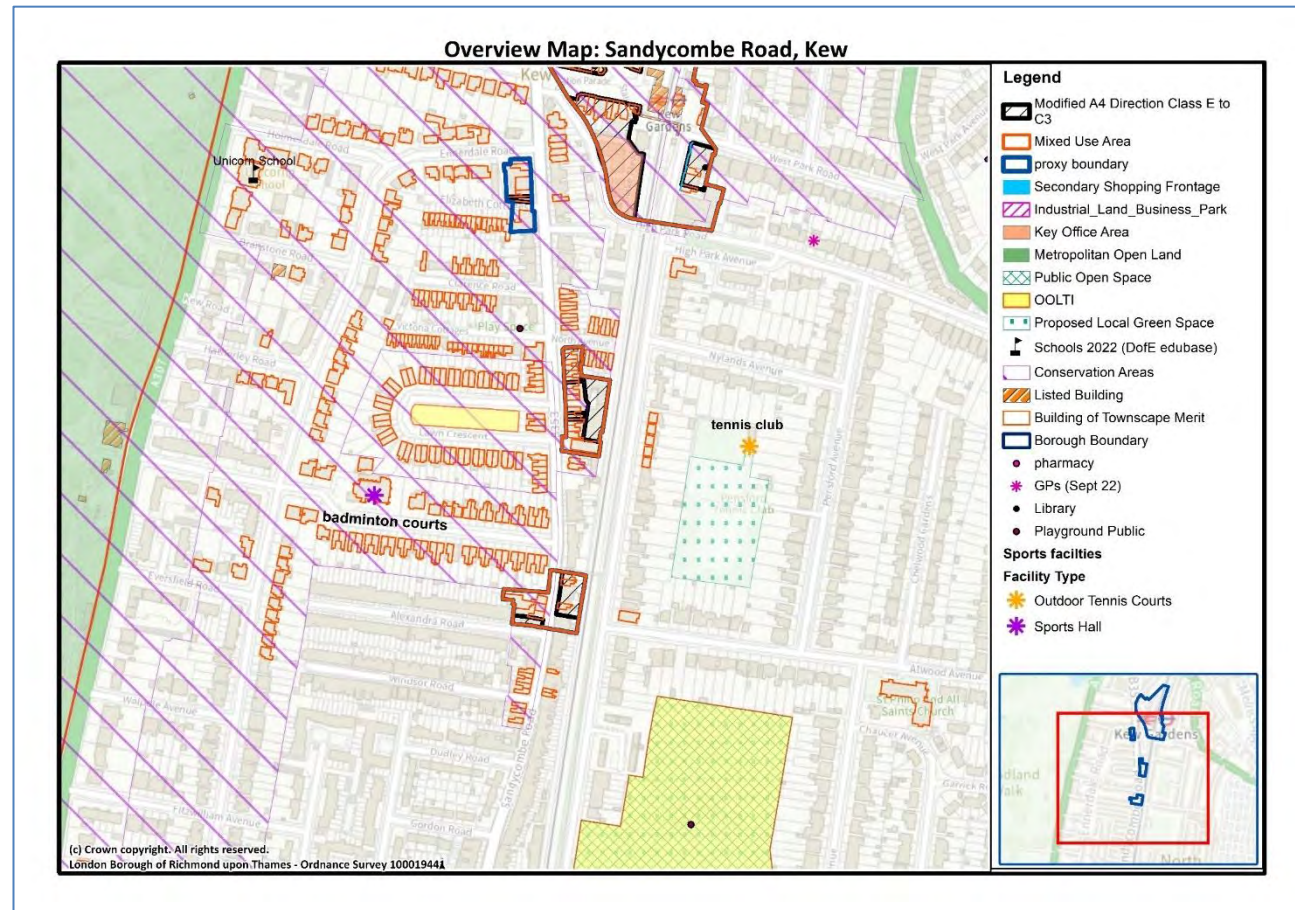
Related strategies:

Conservation Area Appraisals²⁵ – CA 15 Kew Gardens, CA 20 Lawn Crescent.

Village Plan SPD¹³ – Planning Policy Aims for Kew include:

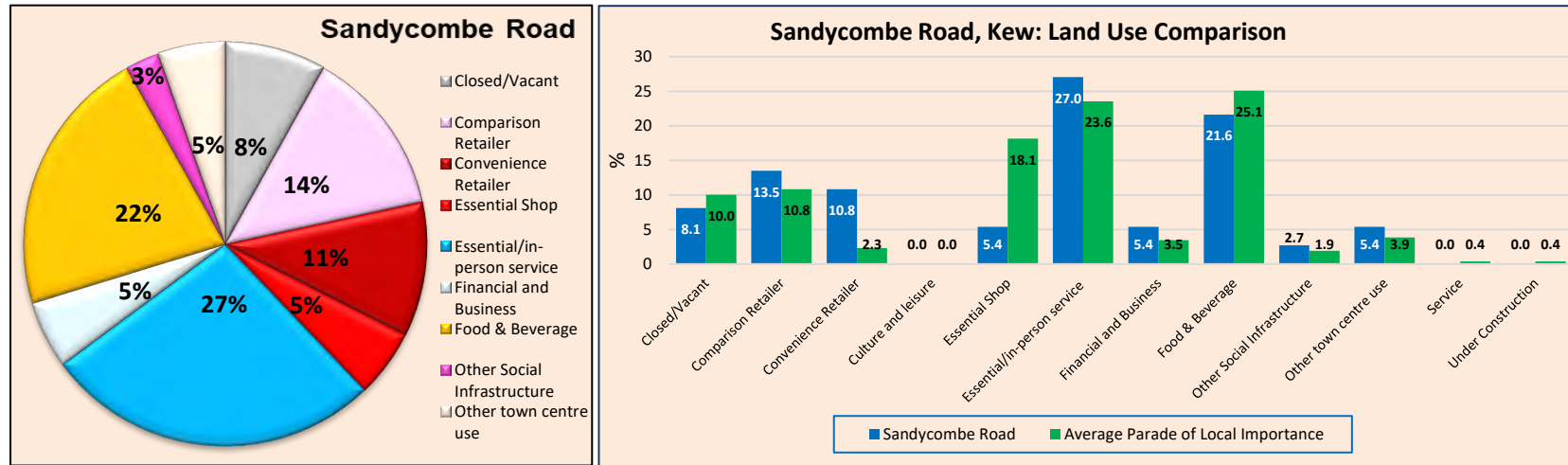
- Maintain and protect the vitality and viability of Kew Gardens Station Parade as a shopping and service centre and the shopping parades at Kew Green and Sandycombe Road.
- Ensure local character and historic buildings and features are retained and enhanced.
- Ensure that new development is appropriate in terms of scale and materials and includes sufficient car parking

Regulation 18 Local Plan consultation²⁴ Summarised response: The Kew Society indicated support for change of use from unviable retail units to other successful businesses meeting a community need. Support for public toilets and other public realm improvements. Concern that an increase in restaurants and cafes may negatively affect amenity, and implementation of “living locally”.



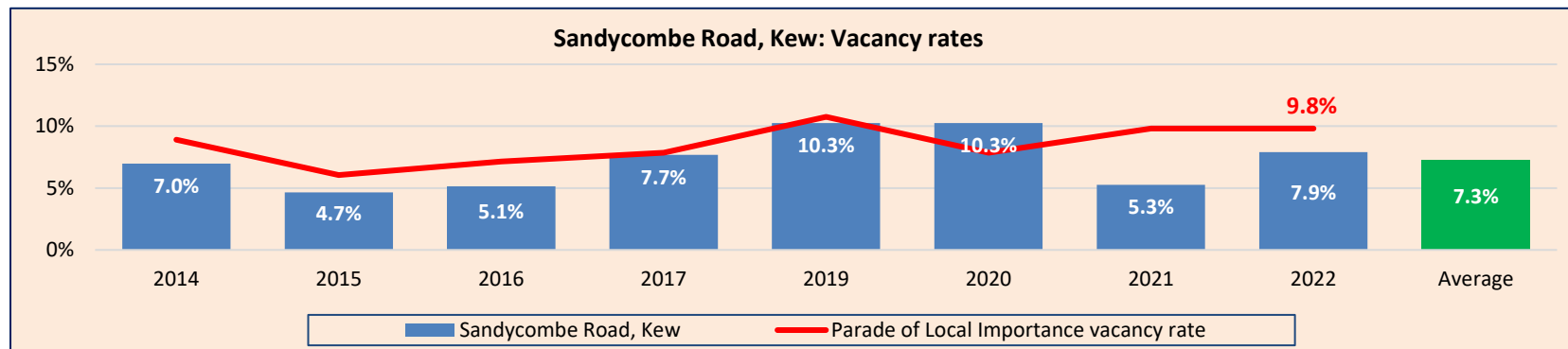
Urban Design Study 2023¹²

- Sandycombe Road, Kew is located within the Kew Residential character area.
- “Local parades along Sandycombe Road... provide the focus of activity within the area and support numerous shops and cafés. There is an eclectic mix of shops, many of which are independent, and a number possess fine, traditional shop frontages.”



Composition of centre

Sandycombe Road has approximately 37 commercial units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴. Compared to the average Parade of Local Importance, Sandycombe Road has a much lower proportion of essential shops (only 5%) but a larger than average proportion of essential/in-person services, comparison retailers and convenience retailers (preponderance of florists).



Vacancy data:

In 2022, the all-frontage vacancy rate for Sandycombe Road was 7.9% (3 units), which is higher than in 2021 (5.3%, 2 units) due to the closure of a dry cleaners.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Customer views/experience:

Urban Design Study 2023¹²:

Valued features: Local parades of shops including Kew Gardens Station and Sandycombe Road for their visual interest, community function and vibrancy.

Negative qualities: Areas of modern infill appear anonymous and detracts from largely consistent building quality and unsympathetic alterations to historic buildings.

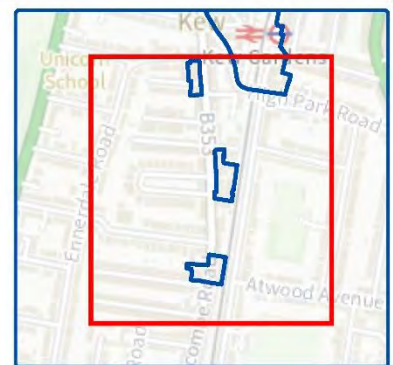
In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. Some of the key issues raised are as follows:

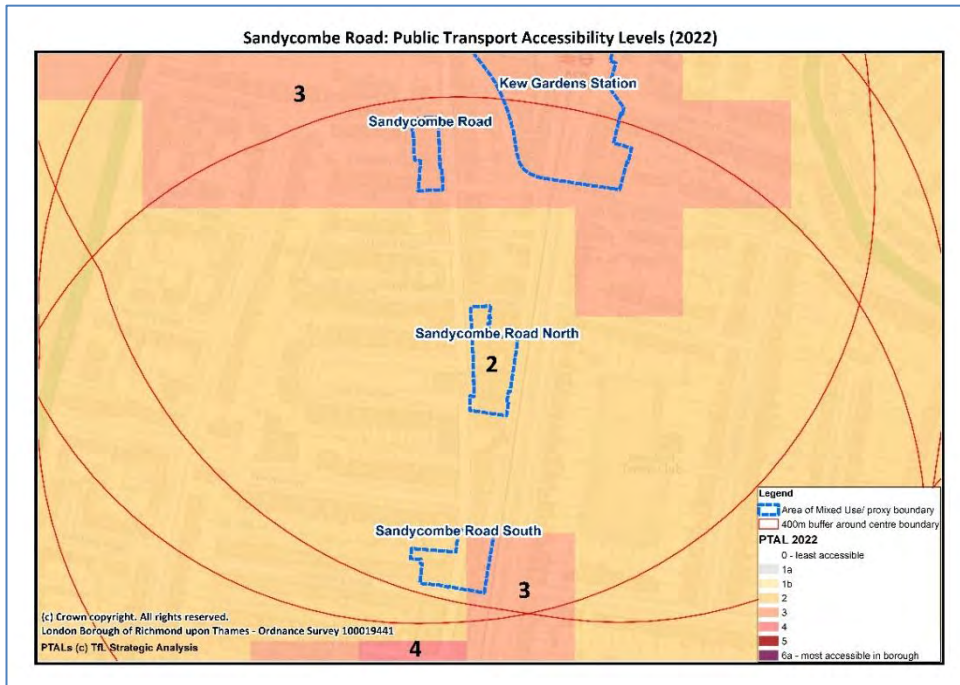
- Pedestrian crossing at Sandycombe road is in the wrong place.
- Speeding traffic on Sandycombe Road.
- Signpost to shops on Sandycombe Road

Sandycombe Road: Land Use Map



Town Centre Land Use data 2022	Non-domestic rates data (2022)	Land Use (BLPU classification)
Convenience Retailer	Vet	Industrial
Convenience Store/grocery/supermarket	Libraries	Office
Comparison Retailer	Offices	Residential (Council Tax)
Hairdresser/Beauty	Offices and Work Studios	MJA/ proxy boundary
Dry Cleaners/laundrette	Fast food Outlets/ Takeaways	Borough boundary
Financial & Business	Restaurants and Cafes	
Fast Food & Take Away	Retail Service Agents	
Cafe/Restaurant	Commercial, Retail, Shops and Showrooms	
Veterinary Practice	Dual Use	
Dentist		
Other Health facility		
Indoor sports incl gym/yoga/pilates		
Other town centre use		
Service		
Residential		
Closed/Vacant		





Accessibility: (source TfL: PTALs)

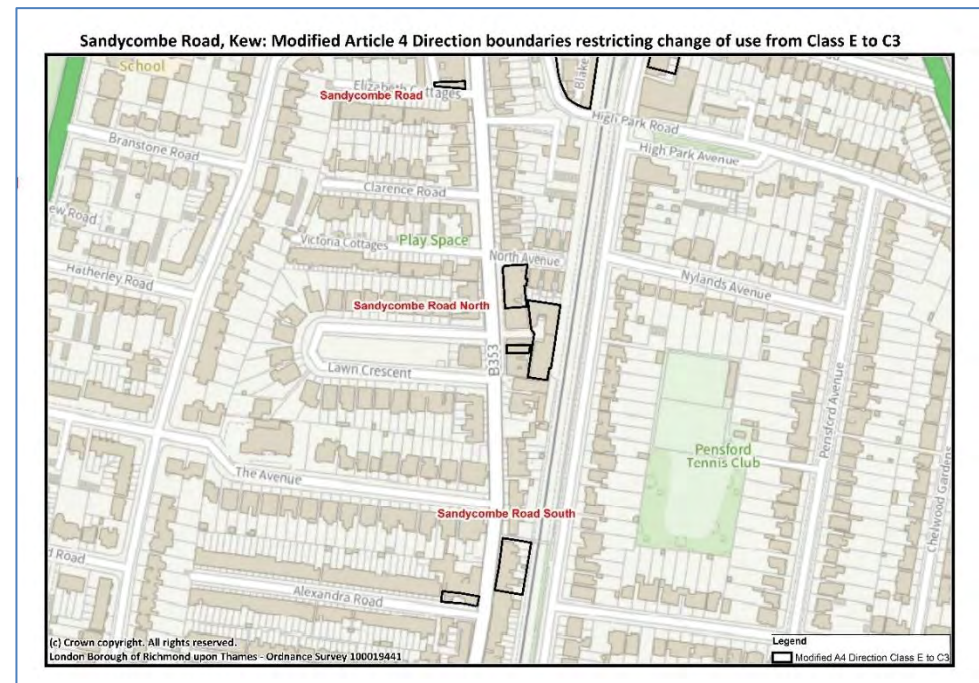
PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

The PTAL rating for this parade varies between 2 & 3 as does the rating for the catchment this parade serves. Since a PTAL rating of 2 or below is considered as poor for the purposes of this exercise, residents in this centre’s catchment are considered as not well served with public transport.

Source PTALs © TfL Strategic Analysis

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

The boundary of an [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State which came into force on 29 July 2022⁵ covers parts of all three blocks which make up this centre - as illustrated on the map opposite. As with other parades, this illustrates the importance of shops and services provided to the community.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	✓	KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS		Listed Building	No	
Butcher		Health facilities/vet:		Gym/fitness		BTM	Yes – several	ILBP:
Newsagent		GP/health centre		Yoga/Pilates (separate from gym)	✓ Pilates and Fitness	Registered Park & Garden		
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office:
Greengrocer		chiropodist		Theatre		Open space designation:		
Off licence		Physiotherapist/osteopath	✓ x2	Cinema		MOL		Other: offices at South Avenue Studios
Chemist		Vet	✓ Kitten to Cat	Music venue/night club		OOLTI	Lawn Crescent	
Dispensing?		Food & Beverage offer:		Hotel/guesthouse	✓ Kew Gardens Hotel. Kew Rooms guesthouse	POS	North Sheen Rec & Pensford tennis club (other side of railway line)	
supermarket/ general store etc	✓	Pub/wine bar	✓	Other e.g. Job centre, police shop				
Provision: 2 independents		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school				
		Other:		Day nursery	Kew Montessori nearby			
		Launderette/Dry Cleaner	✓	Tutor/education centre		LGS	Pensford tennis club not proposed for Regn 19 Plan	
		Bank/building society		Community Centre	St Lukes House – various activities and groups			
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	✓ Florists, computer repairs, dog grooming	Library				
				Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area - No low public transport accessibility - No community more than 400 metres from provision (only in part)								
Asset of Community Value- N								

Summary:

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 good range of service provision including a dentist and physio/osteopaths, hairdressers and beauty salon and a community centre nearby.

Its scale and function therefore warrants its retention in the hierarchy as an Important Local Parade.

Recommendations:

Hierarchy: No change to position in hierarchy. Scale & function of centre warrant designation as a Locally Important Parade.

Boundary: It is proposed to adopt the two mixed use boundaries as a proposed Local Centre boundary and to draw such a boundary for the section of frontage to the north. All are shown on the map below.



4.12 Strawberry Hill, Twickenham



Overview: 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 & 0 indicating low accessibility)⁹. This parade, along with Waldegrave Road, serves a community to the east of the centre bounded by the River Thames.

Policy & designations:

Adopted plan¹: Strawberry Hill, Twickenham is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy. Centre not defined by an Area of Mixed Use boundary. 39-45 (odd), 50-56 (even) and 70-74 (even) Tower Road and 1-6 (even) Wellesley Parade, Strawberry Hill, Twickenham (Key Shopping Frontage)

Regulation 18 Local Plan: as adopted Plan. No Site Allocations within boundary – St Mary’s University Site Allocation located approx. 250m to the south-east of the parade.

Publication Local Plan (Regulation 19)³: Proposed local centre boundary, in vicinity - SA 10 – St Mary’s University

Area Strategies:

The Publication Local Plan (Regulation 19)³- The Vision – “The vision for Strawberry Hill is that it will continue to be a safe, and attractive family focused residential area. The local centre and railway station will be enhanced to create a real ‘heart’ to the area, whilst the contribution that its valued open spaces make to the area’s character will be protected. St Mary’s University will continue to contribute to the local community”.

Related strategies:

Village Plan SPD¹³ – Planning Policy Aims for Strawberry Hill include:

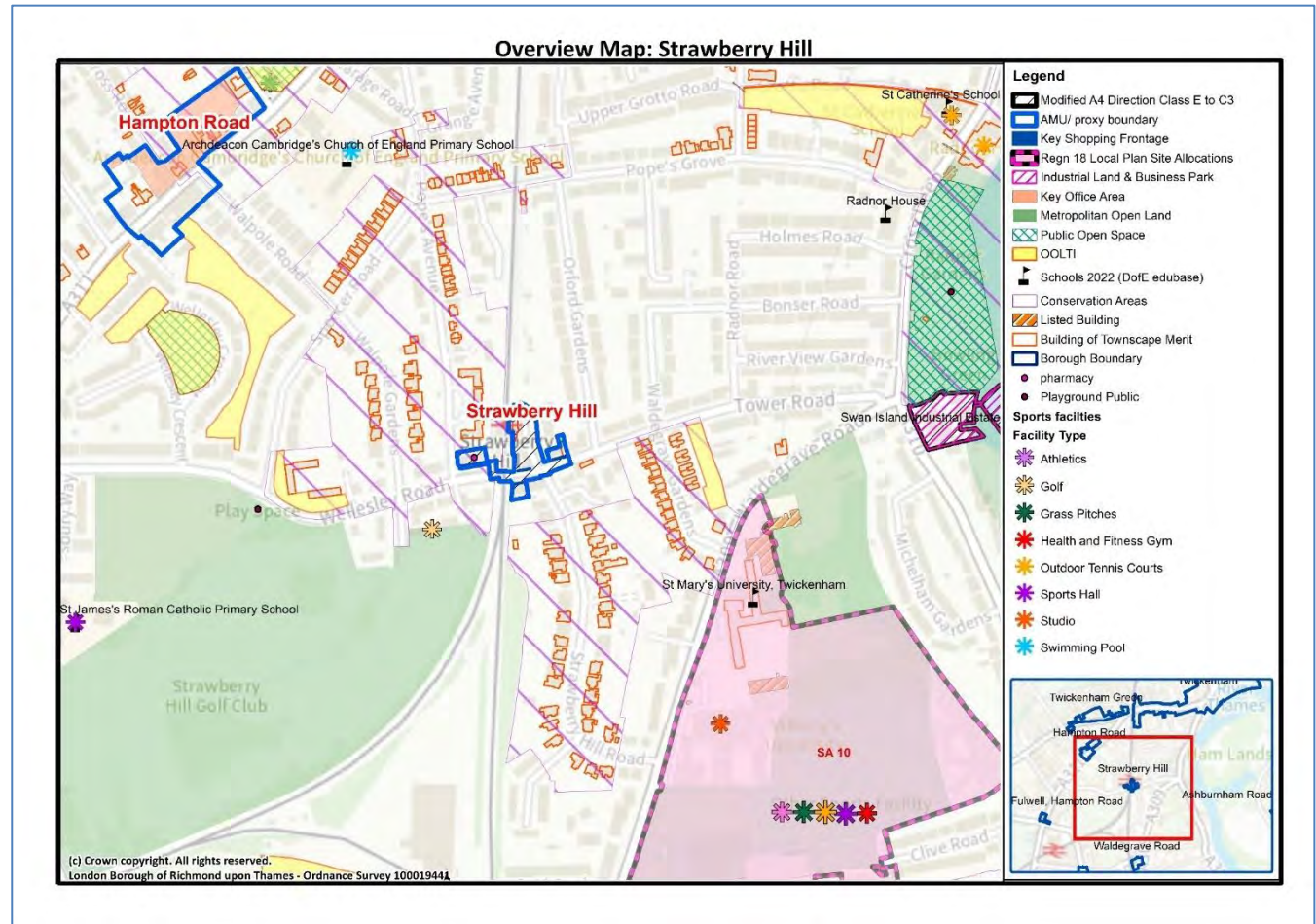
- Protect and enhance local shopping at Strawberry Hill Station
- Ensure that local features and character especially for historic buildings and their settings are retained and enhanced
- Reduce the impact of through traffic and congestion.

Urban Design Study 2023¹²

Strawberry Hill is located within the Strawberry Hill Residential character area. Strategy: The strategy is to conserve the calm, leafy, suburban quality of the area and its sense of safety and family focus. There are also opportunities to enhance the sense of identity by improving public realm, townscape legibility, and the community/social value of local hubs and parades.

Character area design guidance:

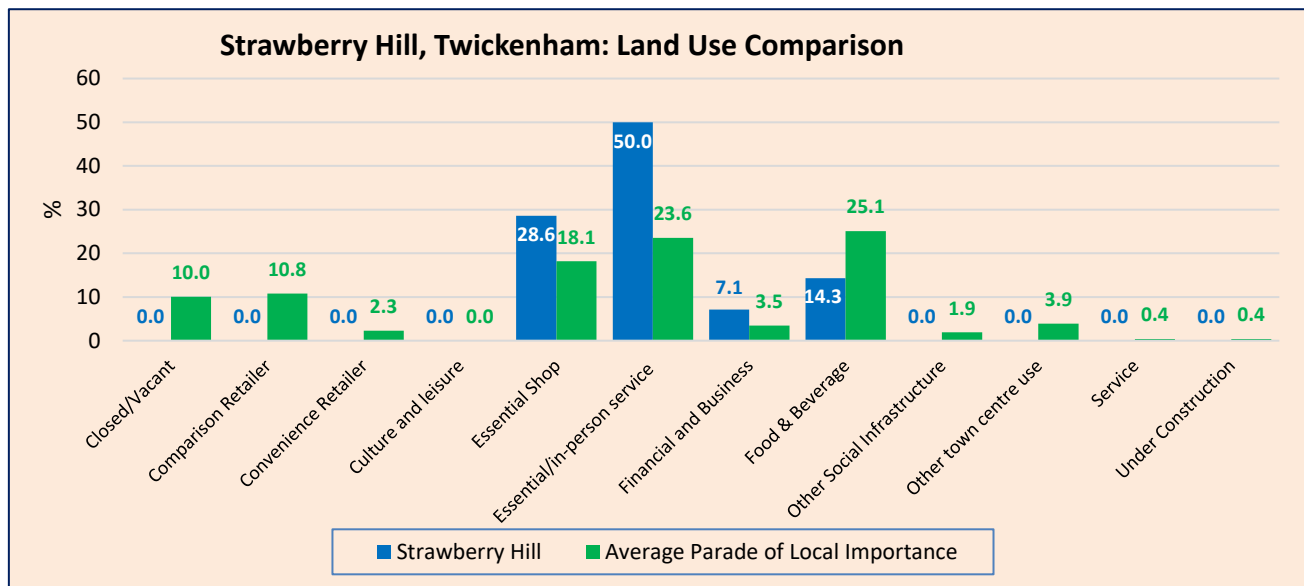
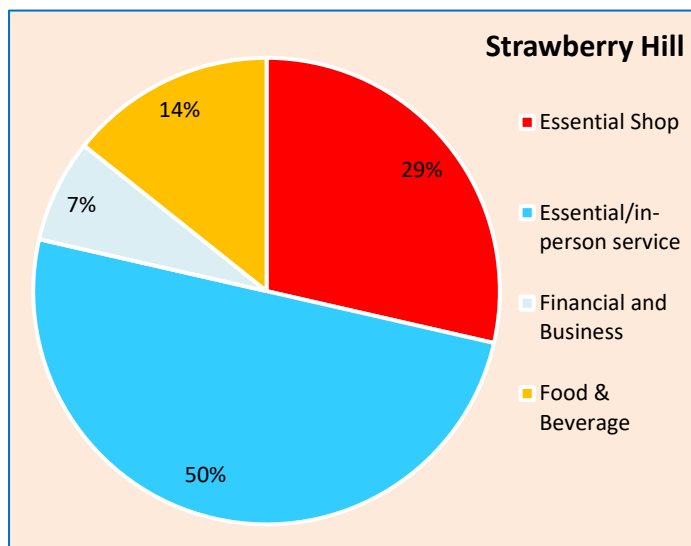
- Develop a well-defined local centre around the station to form a “heart”/focal point to the settlement. Encourage mixed-use areas, including restaurants, cafés, pubs, community/leisure facilities and public realm enhancement to generate a sense of activity and vibrancy.



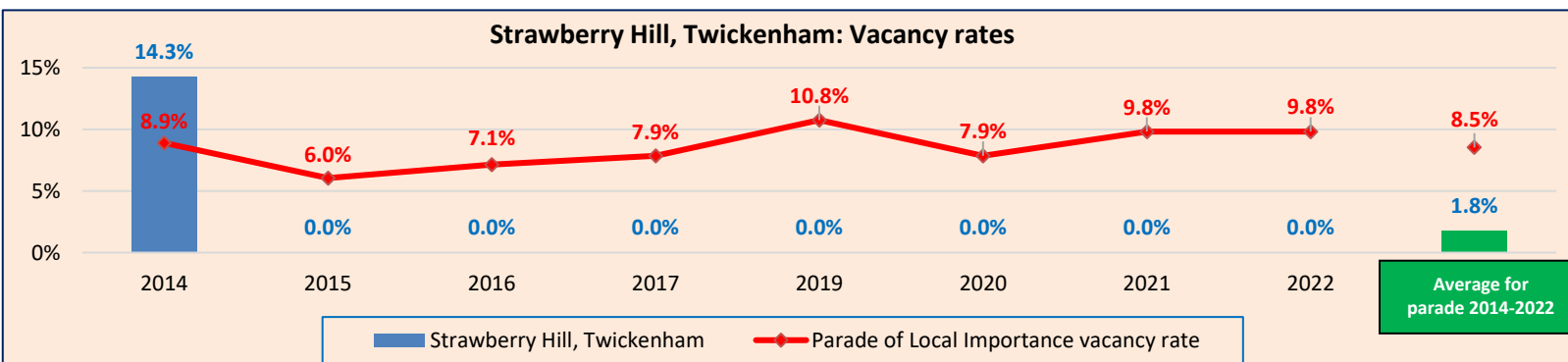
- Improve frontages, public realm and signage along local parades and the station to prioritise pedestrians.
- Refer to relevant shop frontages guidance SPD to ensure they contribute to the overall quality of the street scene. Encourage reinstatement of shop fronts to achieve consistency in appearance.
- Implement more, high-quality street furniture, signage to improve public realm in locations such as Wellesley Road.

Regulation 18 Local Plan consultation²⁴: Strawberry Hill Residents Association have made representations regarding the place-making strategy for the area relating to Wellesley Parade resulting in a minor modification for clarity.

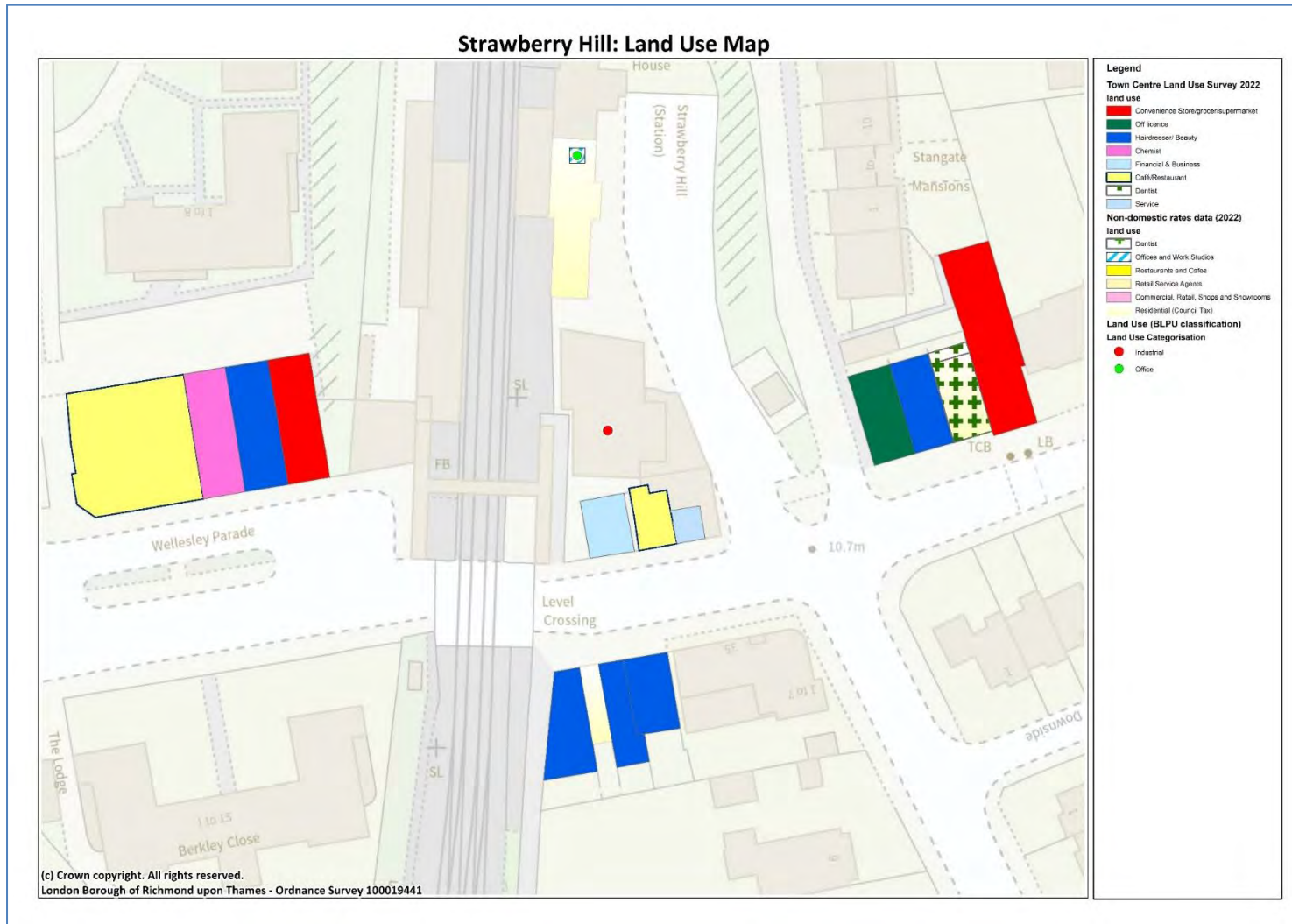
Composition of centre



Strawberry Hill, Twickenham has 14 units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴. Compared to the average local parade Strawberry Hill has more shops categorised as essential and twice as many as essential/in-person services. It has no comparison retailers and its Food & Beverage provision is limited.



Vacancy data: Strawberry Hill’s all-frontage vacancy rate has been 0% since 2015.
Source: SSA Town Centre Land Use Survey 2022¹⁴



Source: SSA Town Centre Land Use Survey 2022¹⁴

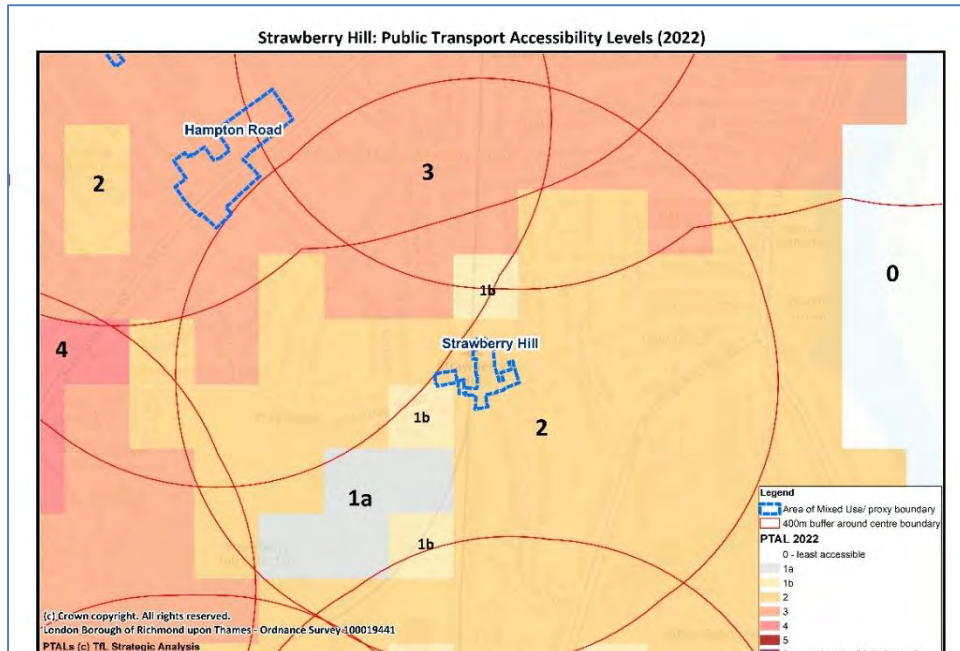
Customer views/experience:

Urban Design Study 2023¹²:

Valued features: The local services including Strawberry Hill parade which provide an important function and destination for local communities.

Negative qualities: Some streets are indistinct and lacking character in their architecture. Lacks larger areas of public open space.

In 2021 a series of **Community Consultations**¹¹ were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. No specific comments were raised about this parade.

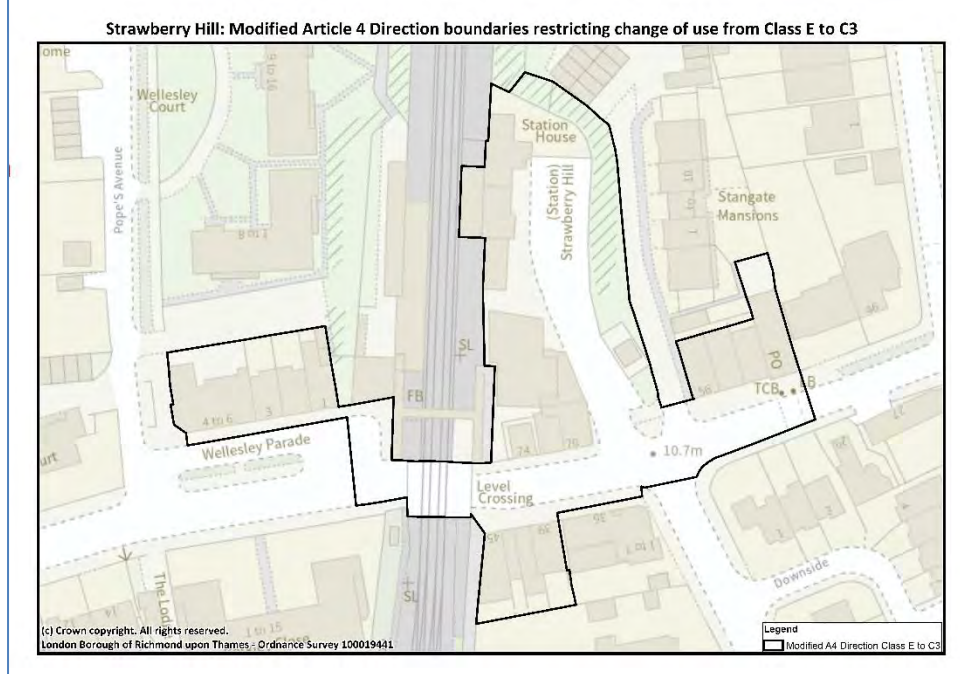


Accessibility⁸:

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

Strawberry Hill serves an area which has largely relatively poor transport accessibility as shown on the map opposite, despite the parade having a British Rail station.

Source PTALs © TfL Strategic Analysis



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

Strawberry Hill has good coverage with an [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State which came into force on 29 July 2022⁵. This level of coverage reflects the need to protect Strawberry Hill’s role in provision of shops and services.

Frontages on both sides of the railway provide local services and shops including convenience stores, a pharmacy, a dentist and various health & beauty providers.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office	✓	Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	✓ in part	KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	Fortescue Play Area, Wellesley Rd in vicinity	Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM	Yes incl. 50 - 50A Tower Road & Station buildings	ILBP: Swan Island Industrial Estate
Newsagent		GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden	To the east: Strawberry Hill Waldegrave Rd	
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL	To the south: Strawberry Hill Golf Club	Other
Chemist	✓	Vet		Music venue/night club		OOLTI	To the east: Waldegrave Gardens To the west: Thurnby Court, Spencer Rd	
Dispensing?	yes					POS	To the east: Ham Lands	
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse				
Provision: Strawberry Hill Local (incl. Post Office and Dry Cleaners), Everydays		Pub/wine bar		Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away		School / pre-school	Archdeacon Cambridge's CoE primary school within 400ms			
		Other:		Day nursery				
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre				
				Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	✓	Museum/Gallery				
			Volvo Vehicle Repairs & Services, Robinsons Home Studio					
				Proximity to major attraction:				
Serving: relatively disadvantaged area - No low public transport accessibility ✓ community more than 400 metres from provision – No, However, a small independent store adj Swan Island serves an area which would be a considerably larger gap in provision if it closed.								
Asset of Community Value - None								

Summary:

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 & 0 indicating low accessibility) and serves some areas with very poor accessibility of 1a⁹. 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.

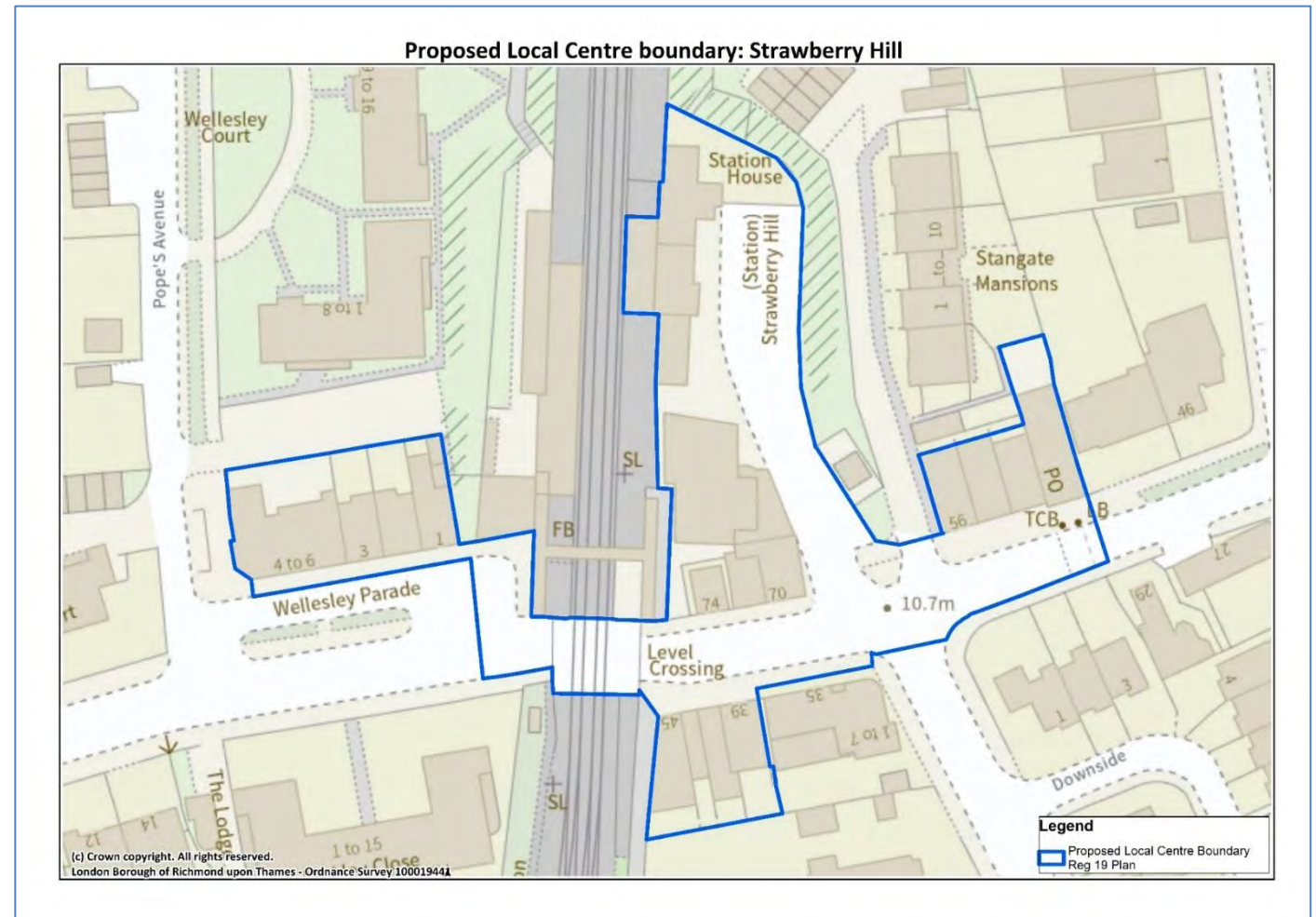
This parade, along with Waldegrave Road, serves a community to the east of the centre bounded by the River Thames.

Its position in the hierarchy is warranted.

Recommendations:

Hierarchy: No change.

Boundary: This parade did not have a defined Area of Mixed Use boundary previously and it is recommended that to facilitate policy application a Local Centre boundary is proposed as illustrated on the map opposite and will be shown on the Policies Map.



4.13 Twickenham Green



Overview: Twickenham Green is an elongated centre stretching from the railway bridge (adjoining Twickenham town centre), along the north of Twickenham Green as far as No. 38a Staines Rd. The parade serves a residential area to the west of Twickenham. Most of the Area of Mixed Use to the east of the centre is covered by Conservation Area status (CA 9 Twickenham Green). Its function is primarily to meet local needs. With almost 40 units in commercial or community use, numerically it is the largest of the local parades.

Policy & designations:

Adopted plan¹: Twickenham Green is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy and is defined by an Area of Mixed Use. Key Shopping Frontage at Nos. 8 to 38a (even), Staines Road. KOA: 5-11 Briar Road and St George's Industrial Estate, Twickenham. ILBP: St George's Industrial Estate and Mereway Road Industrial Estate, Twickenham.

Regulation 18 Local Plan: as adopted Plan. Key Office Area renamed as Key Business Area. Site Allocations 14: Mereway Day Centre – social and infrastructure uses – c.200ms north of AMU boundary.

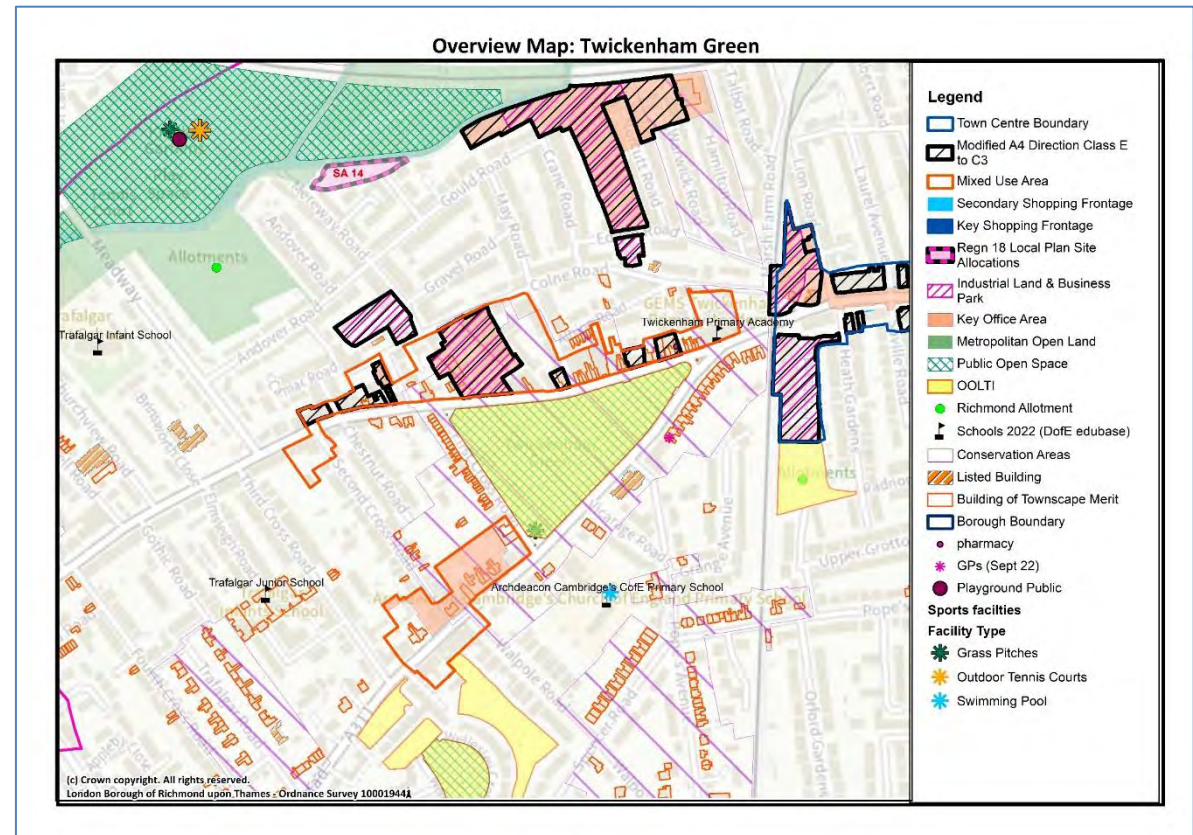
Publication Local Plan (Regulation 19)³: As Regulation 18 Plan except deletion of AMU boundary, proposed local centre boundary.

Area Strategies:

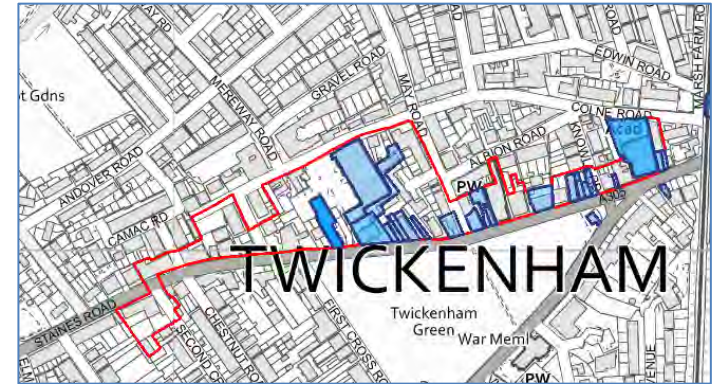
The Publication Local Plan (Regulation 19) – “For Twickenham Town Centre and Green (C1) the strategy identifies a strong sense of place, with the opportunity to enhance a coherent distinctiveness and strengthen existing character by upgrading inconsistent developments.”

Related strategies/Partners:

- **Conservation Area Appraisals²⁵** – CA 9 Twickenham Green.
- **Village Plan SPD¹³** reinforces the planning policy aims which have been established for Twickenham Village:
 - Protect local shopping parades, including Twickenham Green.
 - Protect and enhance conservation areas and public open spaces.
 - Retain and improve the quality of shop-fronts and advertisements.
 - Retain employment uses for business, industrial and storage purposes.
 - Twickenham Green is recognised as an important local area of public open space and is one of the last surviving pieces of Hounslow Heath.



Discover Twickenham (Business Improvement District). It includes businesses in the eastern part of Twickenham Green as shown in the map opposite. The BID represents over 350 commercial, retail and entertainment businesses who have come together to engage visitors and promote local shops to the community, in particular local amenities.



Urban Design Study 2023¹²

- Twickenham Green is located within the Twickenham Town Centre and Green and Twickenham Residential character areas
- Retail uses extend around the green and the area marks a transition to the end of the town centre with more residential properties.

Regulation 18 Local Plan consultation²⁴ (summarised):

- Allow small businesses to thrive near Twickenham Green. The Council should support local gyms, cafes, restaurants, and other amenities in the area.
- Support for living locally and provision of amenities, education, health and mix of outlets. Specific reference relating to toilets on Twickenham Green.
- Access to greenspace important for residents of Twickenham and Twickenham Green
- Greenspace & green infrastructure should be in place before plans to build are in place.

A full Schedule of responses can be viewed on the Council's website²⁴.

Views/experience:

Urban Design Study 2023¹² relating to Twickenham town centre and Green includes:

Valued features: Twickenham Green is a valuable open space in the town centre context, with mature trees creating segregation from the roads that encircle the space.

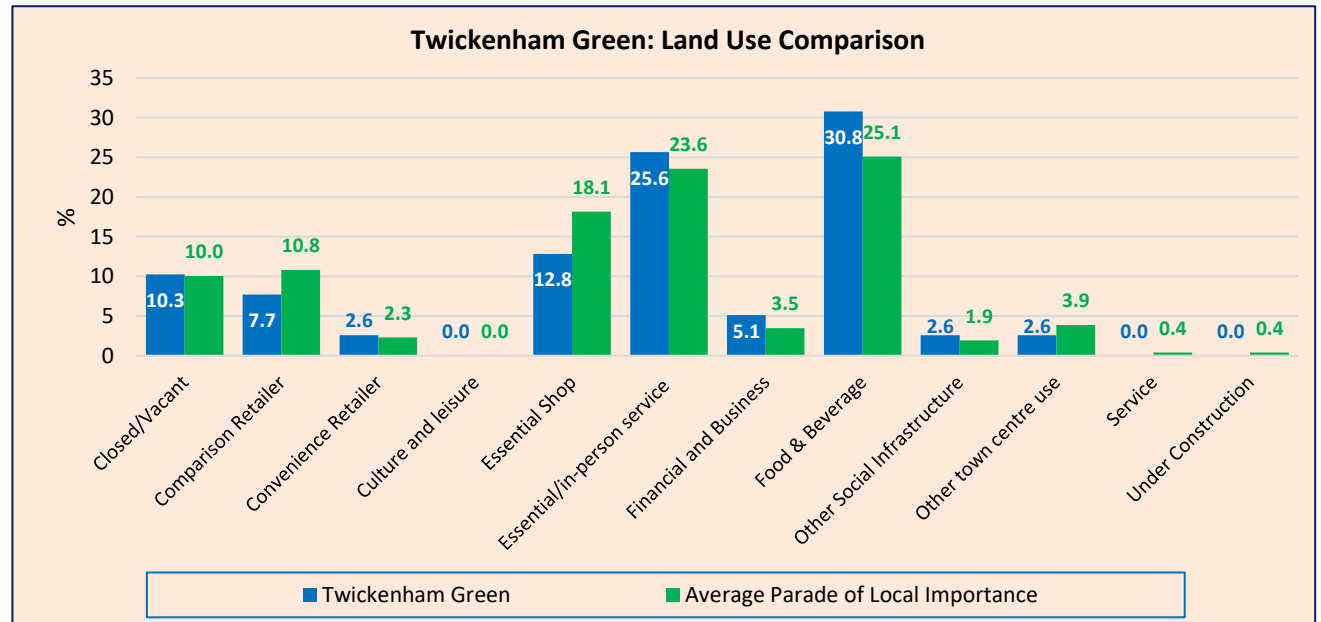
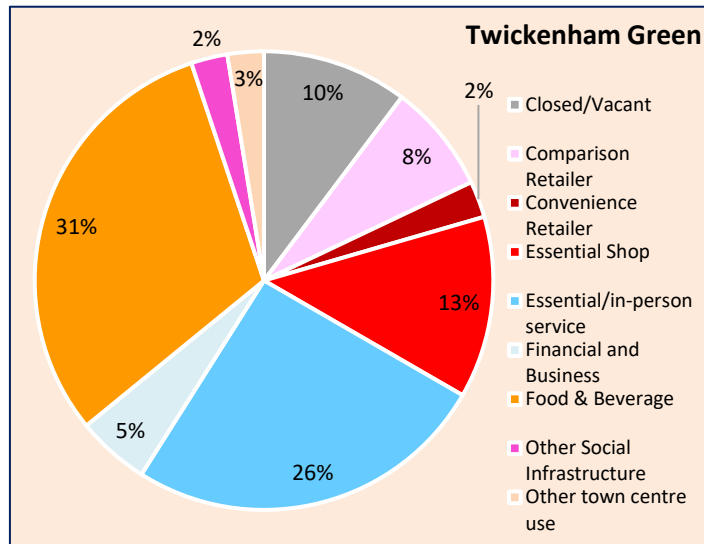
Negative qualities: Wide roads, traffic, some buildings in poor condition/poorly converted.

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

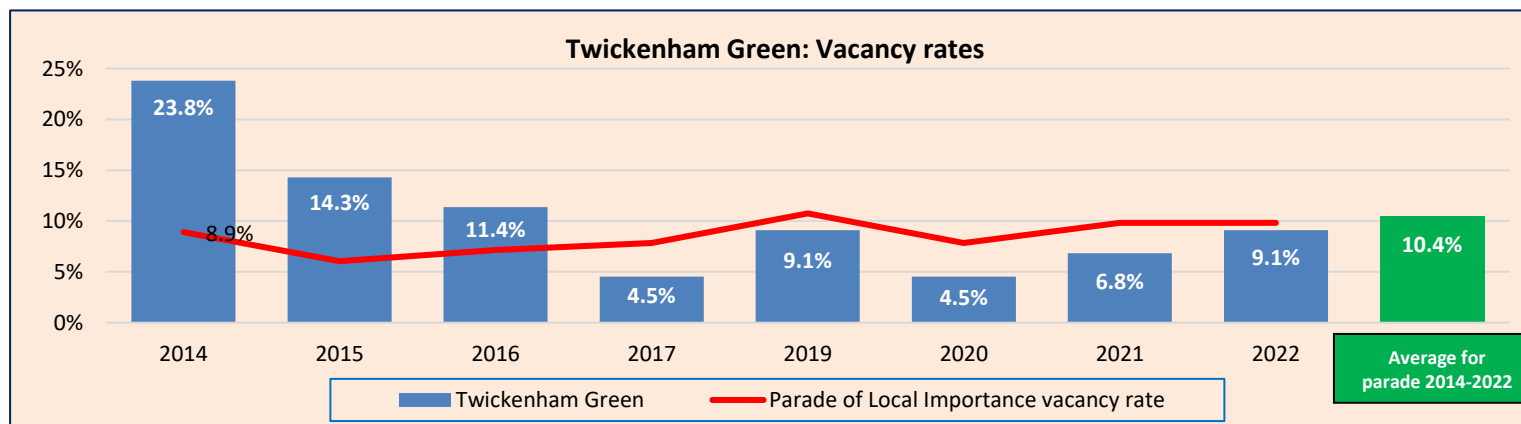
- Twickenham Green requires more publicity.

Composition of centre

The centre has approximately 39 commercial units/community uses recorded in the Council’s Town Centre Land Use Survey 2022¹⁴, making it the largest Parade of Local Importance. Compared to the average, Twickenham Green has fewer shops categorised as essential (absolute numbers), although is one of the few parades in this tier of the hierarchy that has branded provision in the form of a Sainsburys Local. The parade has an above average proportion of outlets which provide essential/in-person services or are in the food and beverage sector.



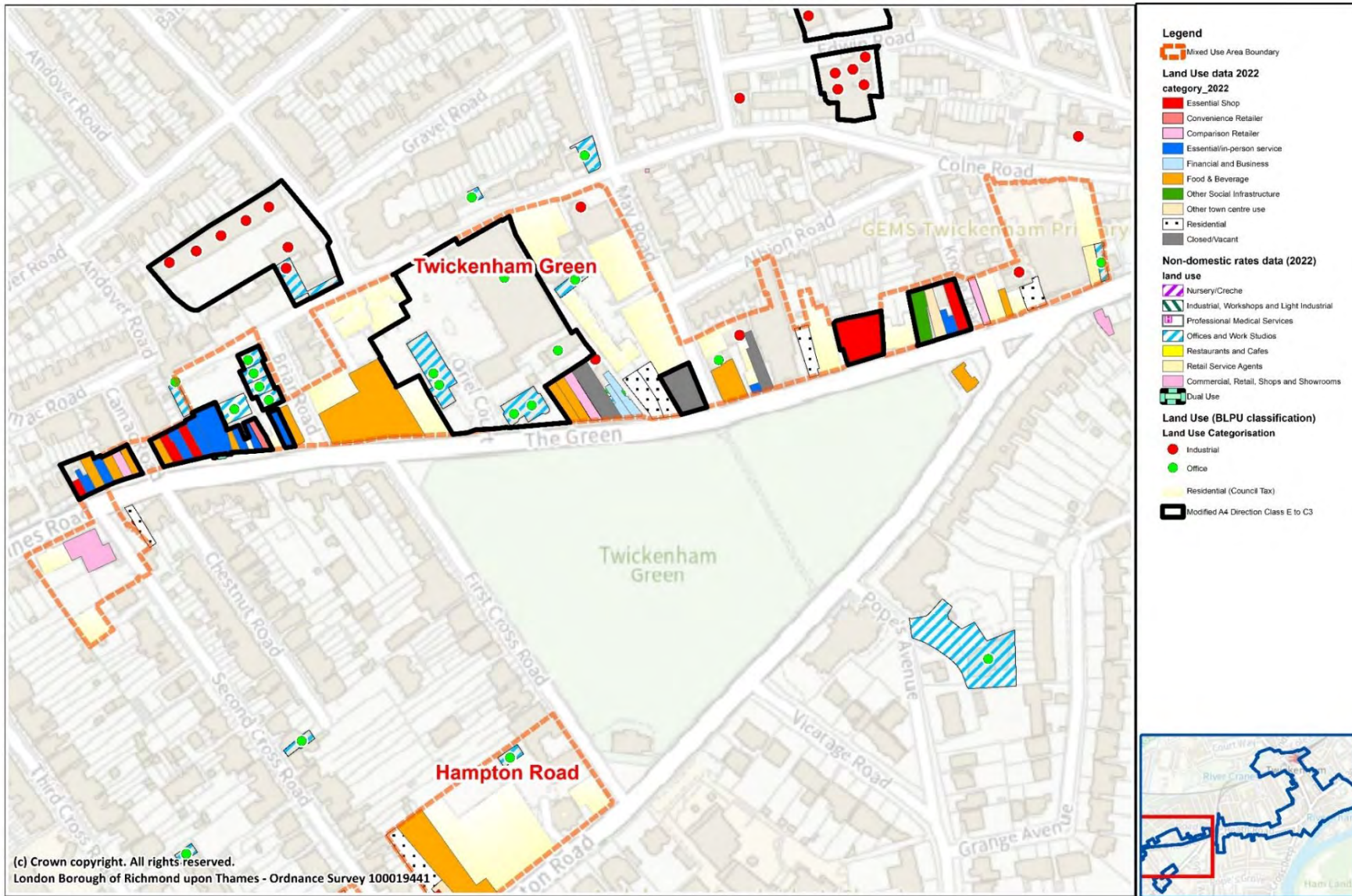
Vacancy data:



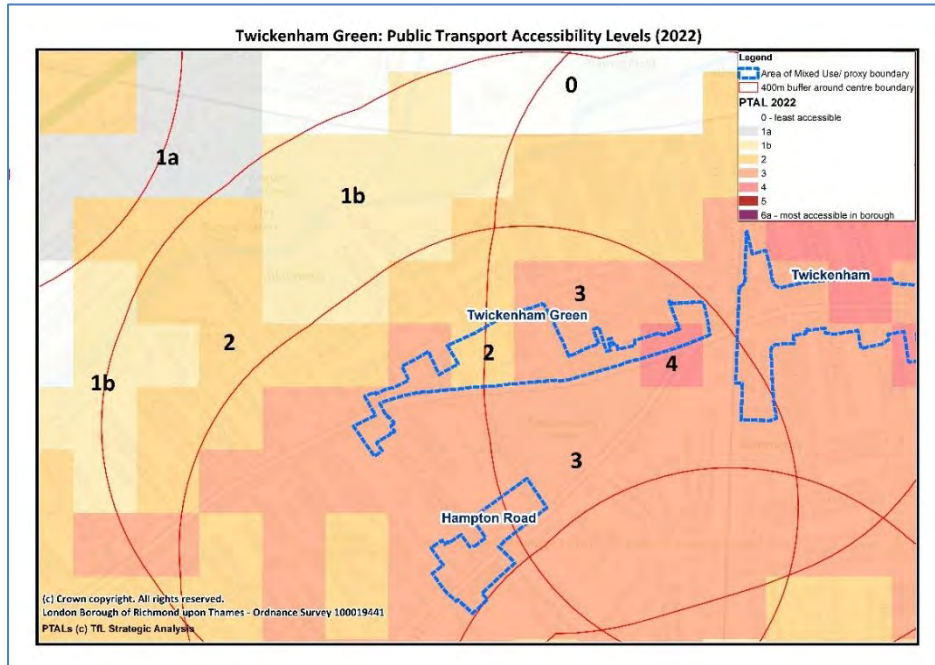
In 2022 Twickenham Green’s all frontage vacancy rate was 9.1% (four vacant units compared with three the previous year), marginally below the average for local parades of 9.8%. The graph below shows vacancy rates for Twickenham Green have risen since 2020.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Twickenham Green: Land Use Map



Source: SSA GIS mapping

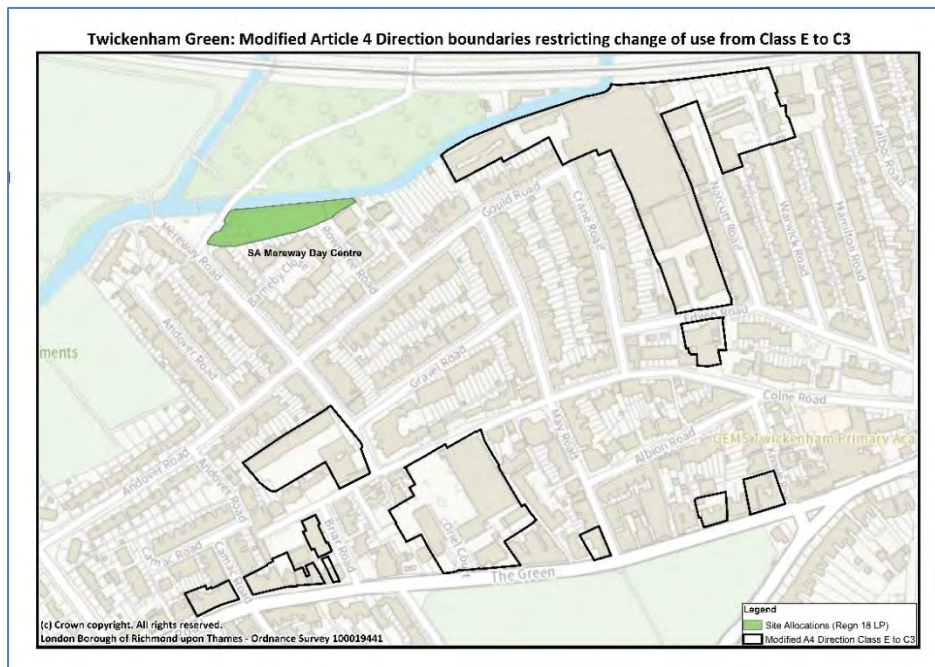


Accessibility⁸:

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

Twickenham Green has reasonable public transport accessibility. Public Transport Accessibility Levels (PTAL) vary across the centre from only 2 to 4 in the east – closest to Twickenham. It also partly serves a population to the north where the PTAL rating falls to 0 which is very poor. Twickenham Green is the nearest centre to this area, although this community could shop at either Whitton or Twickenham itself.

Source PTALs © TfL Strategic Analysis



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

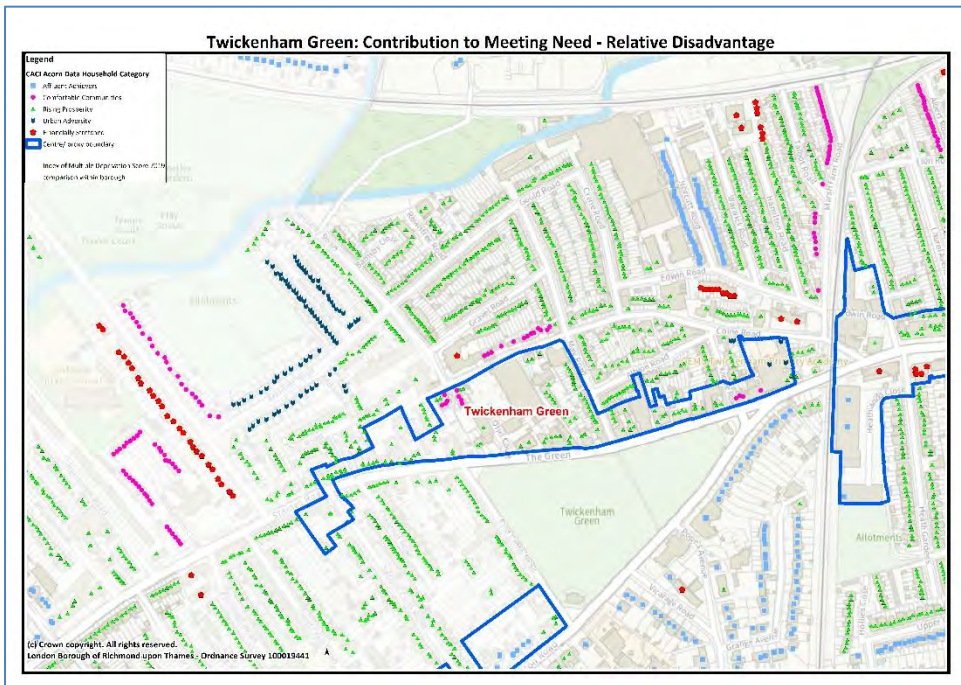
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State came into force on 29 July 2022⁵. The level of coverage shown on the map opposite reflects the need to protect the employment and essential shopping and services in the area including:

- St George’s Industrial Estate (ILBP) including occupier Britannia Row productions in a 3,000m2 unit.
- Mereway Road Industrial Estate (ILBP/KBA)
- Briar Road (KBA)
- Various blocks of frontage where essential shops and services are located.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office	✓	Hairdresser/ Barber	✓ several	Sports & Leisure facilities:		Conservation Area	✓	KOA/KBA: Briar House
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓ holistic massage, nails	Playspace/recreation ground/LGS	(Twickenham Green)	Listed Building	Not within AMU boundary.	St George's Industrial Estate
Butcher		Health facilities/vet:		Gym/fitness		BTM	Yes - several	ILBP:
Newsagent	✓	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden		Mereway Road Industrial Estate St George's Industrial Estate
Fishmonger		Dentist/orthodontist	Dentist 106 The Green	Cultural offer:		other		Serviced office:
Greengrocer		chiropodist		Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL	To the north: Crane Park East	Other
Chemist	✓	Vet	✓	Music venue/night club		OOLTI	Twickenham Green	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		POS	Twickenham Green	
Provision: Sainsbury's Local and various independents. PO in 24 Staines Rd		Pub/wine bar	✓ Sussex Arms, Prince Blucher	Other e.g. Job centre, police shop	Baptist Church			
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school	✓ Twickenham Primary Academy Nearby: Trafalgar Infants Schools, Archdeacon Cambridge's CoE School			
		Other:		Day nursery	✓ Riverside Nursery			
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre				
			No ATM	Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Pet grooming	Museum/Gallery				
				Proximity to major attraction:	Twickenham Stadium			
Serving: relatively disadvantaged area - no low public transport accessibility- serving small area to north with PTAL of 1b community more than 400 metres from provision - limited								
Asset of Community Value= None								



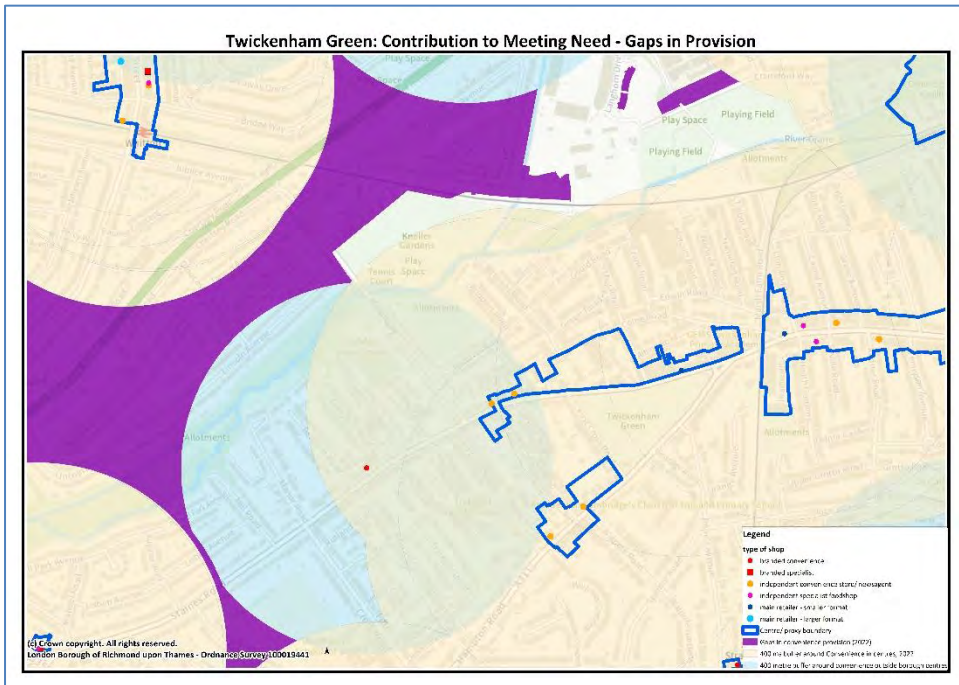
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

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

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

Although not serving an area identified as relatively deprived according to the IMD 2019⁹, this parade serves some households to the west (along Meadway) categorised as in “urban adversity” and “financially stretched” by the ACORN household categorisation.



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

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

Twickenham Green is only partly meeting a gap in provision to the west. However, there is one branded convenience store (Londis at 92-94 Staines Road) to the west located in a small group of commercial premises whose catchment overlaps with the centre. Should this store close, then the gap in provision would be larger. (It is noted that there is a small Londis attached to the Petrol station at 110 Staines Road.)

Summary:

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 located in a triple unit.

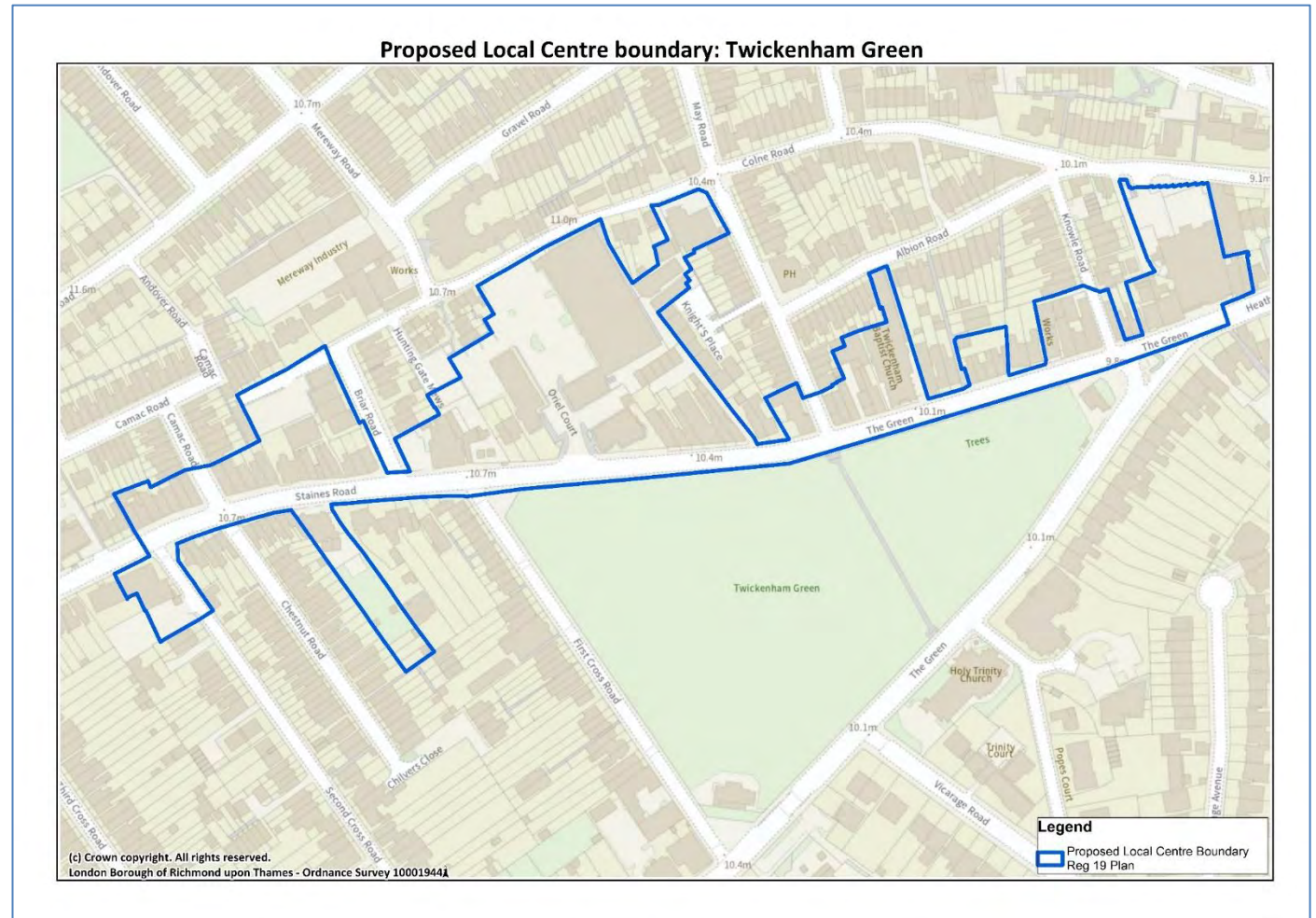
The centre has numerous employment opportunities in the vicinity including established office areas and industrial estates which are designated in the Publication Plan as Key Business Areas and Industrial Land & Business Parks. There are several cafes and restaurants which may partly be sustained by this daytime population.

Bearing in mind the scale, function and improved convenience shopping provision in this parade it is proposed to reclassify Twickenham Green as a neighbourhood centre in the Publication Plan. Its characteristics are similar to other neighbourhood centres, such as Stanley Road.

Recommendations:

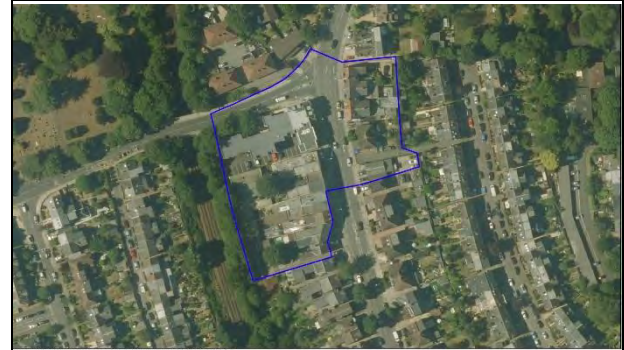
Hierarchy: Change from Parade of Local Importance to a neighbourhood centre in the Publication Local Plan.

Boundary: It is proposed that the adopted Area of Mixed Use boundary (AMU) is replaced with a Local Centre Boundary (LCB) to facilitate policy application as illustrated on the map opposite and will be shown on the Policies Map. The LCB is based on the AMU boundary incorporating minor revisions to remove residential properties where possible, reflecting current land use patterns.



4.14 Waldegrave Road, Teddington

Waldegrave Road, Teddington



Overview: Waldegrave Rd is a very small but lively centre of 16 units providing a mainly local top-up shopping function. Along with Strawberry Hill it serves a population to the west which is more than 400 metres from convenience provision and is bounded by the River Thames.

Policy & designations:

Adopted plan¹: Waldegrave Road is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy and is defined by an Area of Mixed Use. Key Shopping Frontage at Nos. 150-158 (even) and 197-207 (odd). SSF at Nos. 189-195 (odd).

Regulation 18 Local Plan: as adopted Plan. No Site Allocations within boundary but SA for St Mary’s University, Twickenham which is in close proximity.

Publication Local Plan (Regulation 19)³: Deletion of shopping frontages and Area of Mixed Use boundary. Proposed local centre boundary. SA 10: St Marys University, Twickenham nearby.

Related strategies:

Village Character Area - Cambridge Road and surrounds [Village Plan SPD¹³](#) – reinforces the existing Planning Policy Aims for Hampton Wick and Teddington:

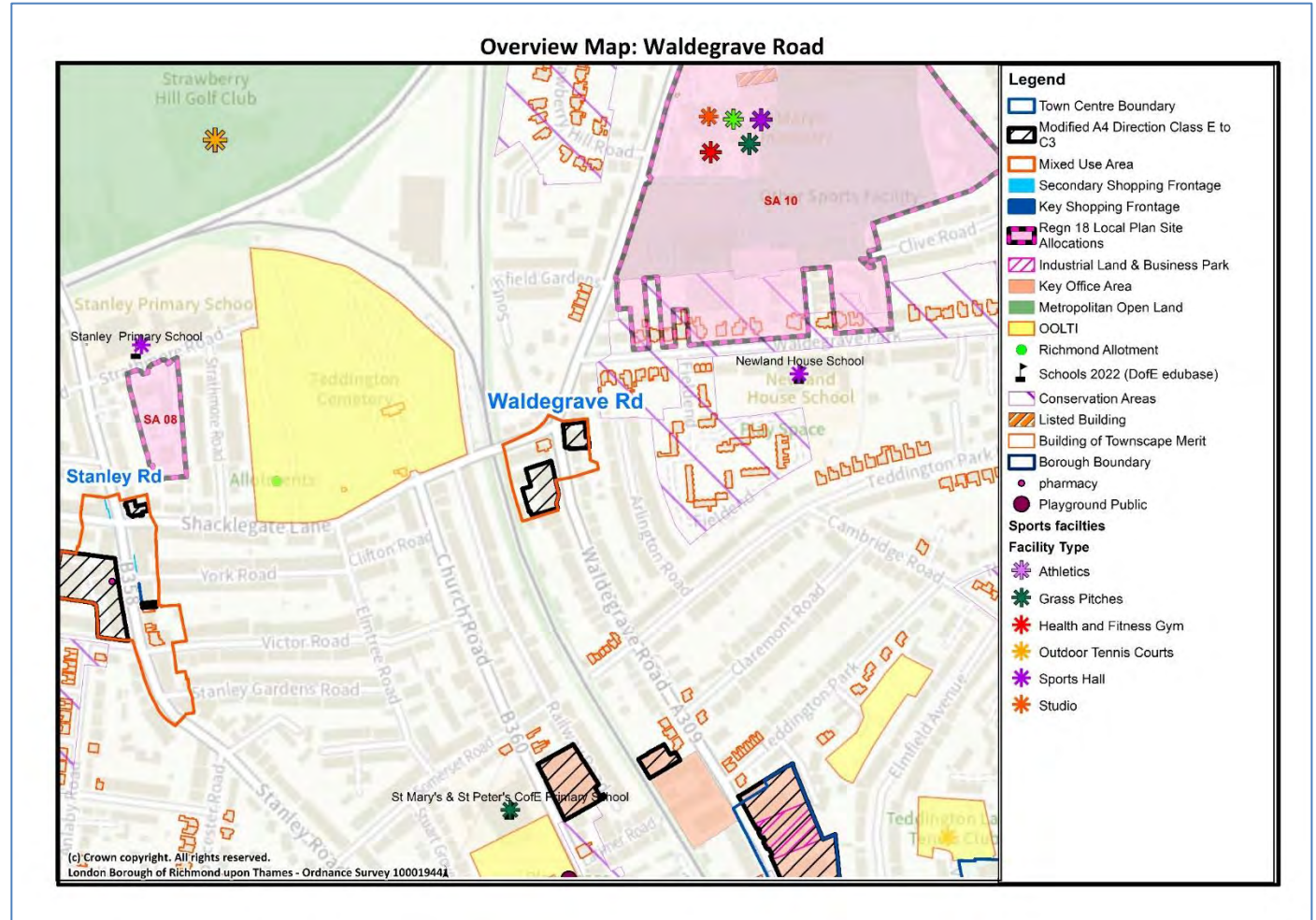
- Local shopping parades including Waldegrave Road, which compliments Teddington’s wider retail offer, will be protected and improved, enabling them to provide shopping and other services to meet local needs.

Includes shop front guidance specifically in relation to Waldegrave Road parade.

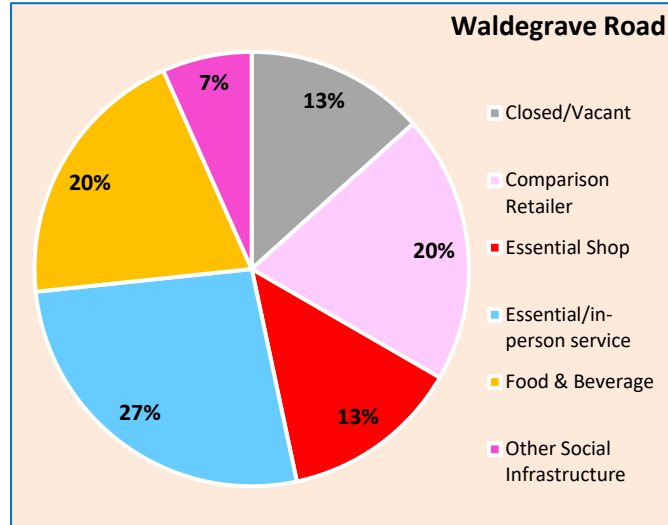
Regulation 18 Local Plan consultation²⁴: No responses specifically relevant to this parade.

Urban Design Study 2023¹²

- Waldegrave Road is located within the Teddington Residential character area.

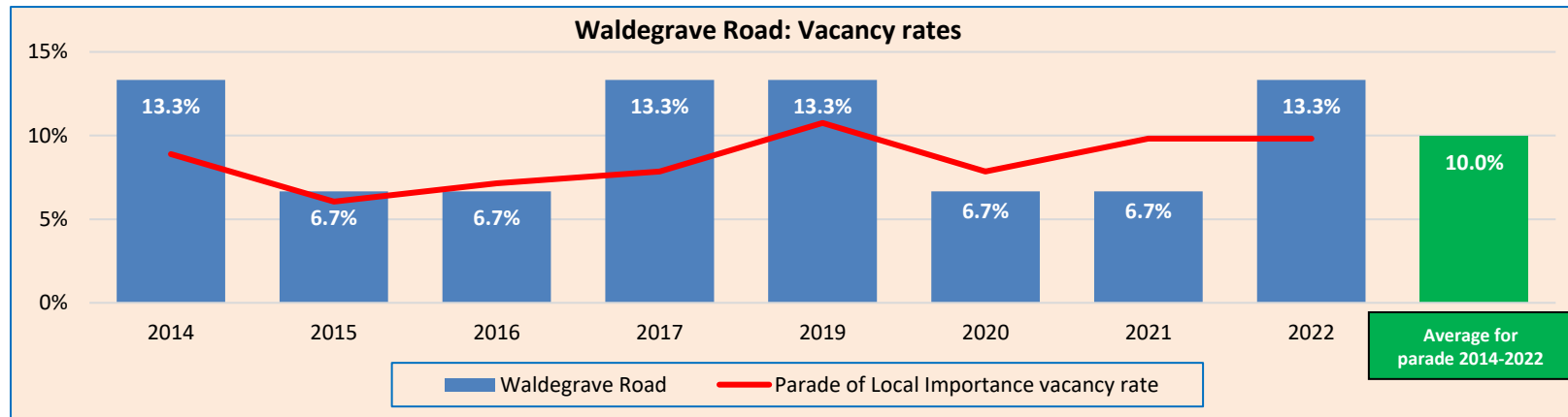
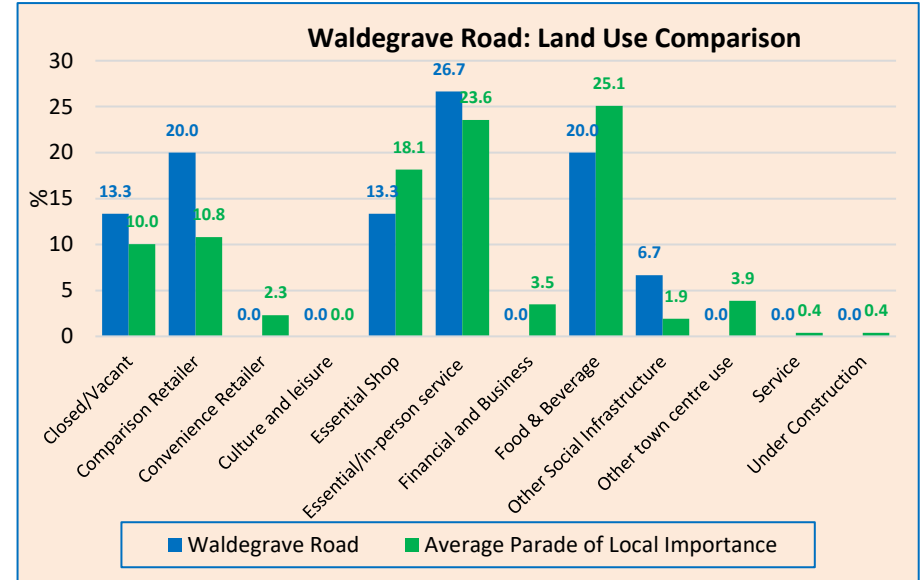


Composition of centre



The centre has 15 units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴, including two vacant units at Nos. 189 and 209.

Most businesses in this valuable local parade provide useful facilities and shops. Although its food retail provision is limited to one non-branded supermarket, the parade does have a family butcher. The majority of other uses provide facilities which cannot be accessed on-line, such as hairdressers, a tattoo parlour, a dry cleaner and launderette, MOT centre and yoga studio. There are 2 takeaways and an Italian restaurant. Such services are valued by the community and support living locally.



Vacancy data:

In 2022 Waldegrave Road had a vacancy rate of 13.3% across all frontages which translates as two vacant units, - one more than in 2021. One of the vacant units is the Waldegrave Arms pub which is designated as a Building of Townscape Merit.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Customer views/experience:

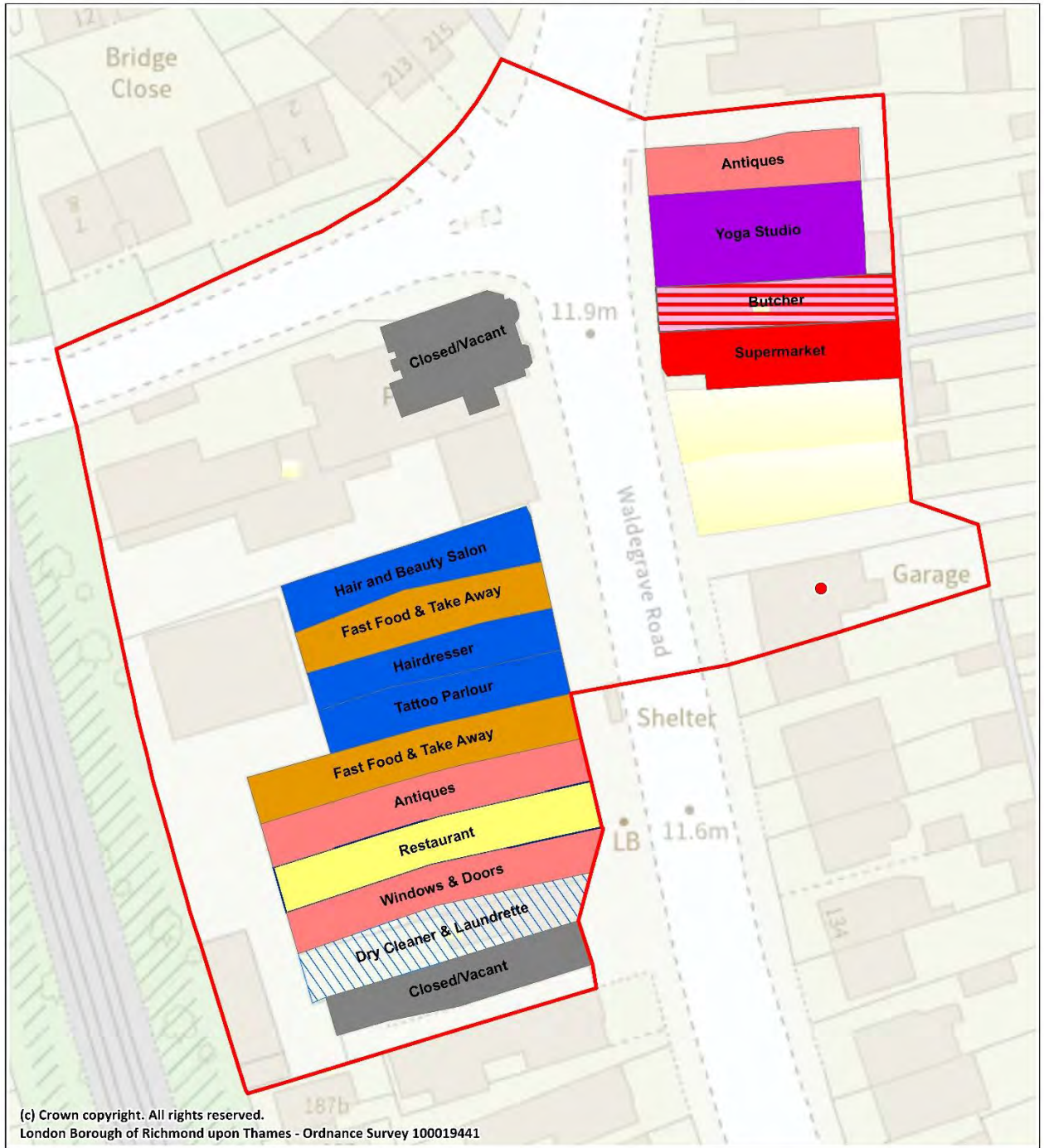
Urban Design Study 2023¹²

Valued features: Local shopping parades host several independent retailers, services and restaurants.

Negative qualities: The streetscape feels cluttered and busy in places and some buildings are in poor states of repair.

In 2021 a series of **Community Consultations¹¹** were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. No specific comments were raised about this parade.

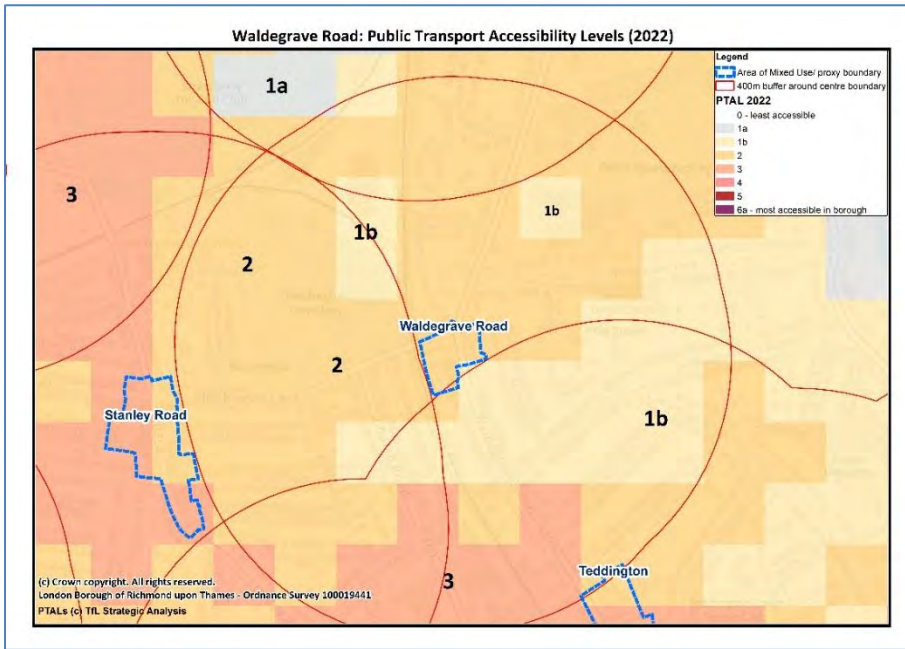
Waldegrave Road: Land Use Map



Legend		
Mixed Use Area	Non-domestic rates data (2022)	Land Use (BLPU classification)
Town Centre Land Use data 2022	land use	Land Use Categorisation
Convenience Store/grocer/supermarket	Offices and Work Studios	Industrial
Butcher	Fast food Outlets/ Takeaways	Office
Comparison Retailer	Restaurants and Cafes	Residential (Council Tax)
Hairdresser/ Beauty	Retail Service Agents	borough boundary
Dry Cleaner/Laundrette	Commercial, Retail, Shops and Showrooms	
Fast Food & Take Away		
Café/Restaurant		
Indoor sports incl gym/yoga/pilates		
Closed/Vacant		

Waldegrave Road
 Stanley Road
 Teddington
 Teddington

Source: SSA GIS mapping



Accessibility⁸:

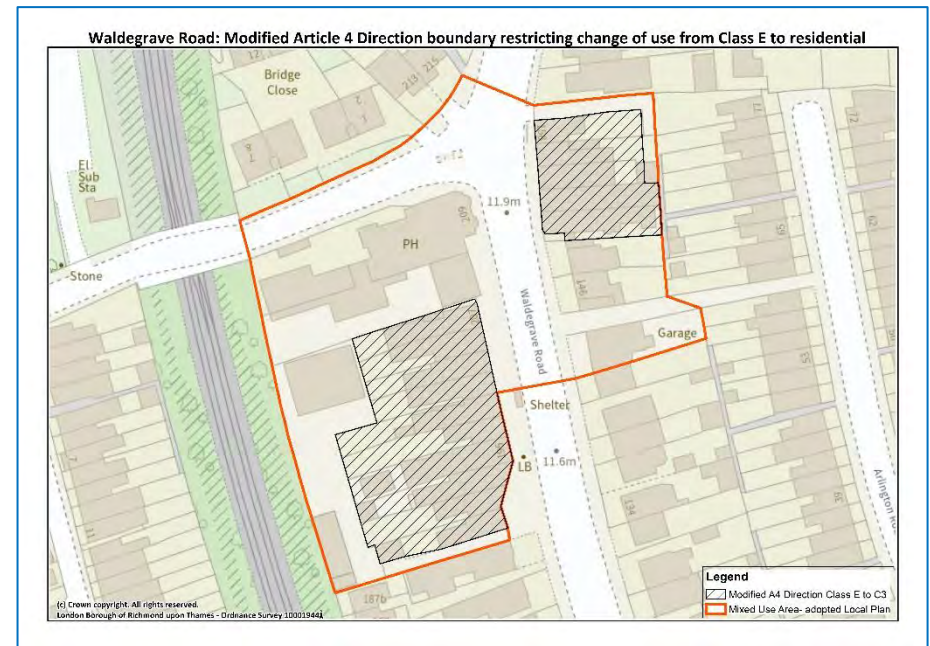
PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

Waldegrave Road is located within PTAL 2. Most areas served by this small parade have a PTAL rating of 1a, 1b or 2 which is poor. Its catchment is bounded to the east by the River Thames. The PTAL rating rises to 3 in the south towards Teddington.

Source PTALs © TfL Strategic Analysis

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

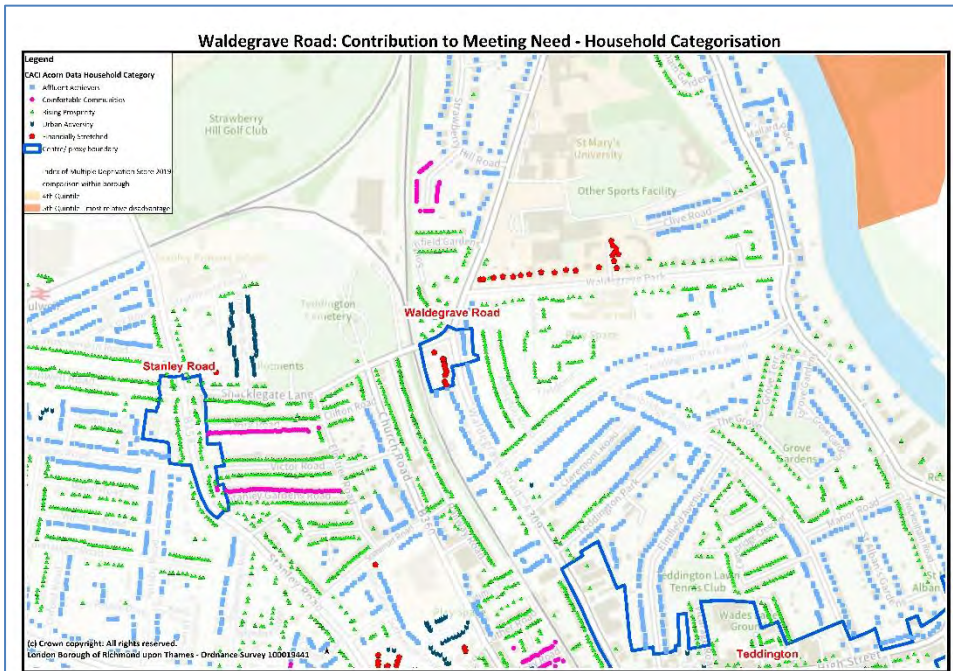
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State came into force on 29 July 2022⁵. Most of the commercial units in this parade were included with the Direction boundary reflecting the importance of local provision.



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	To the east CA 71	KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS		Listed Building		
Butcher	✓	Health facilities/vet:		Gym/fitness	✓ Yoga Studio	BTM	Waldegrave Arms, Nos 209-211	ILBP:
Newsagent		GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist	(to south at 82 Waldegrave Rd)	Theatre		Open space designation:		
Off licence	✓ *	Physiotherapist/osteopath		Cinema		MOL		Other
Chemist		Vet		Music venue/night club		OOLTI	To the west: Teddington Cemetery	
Dispensing?								
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		POS		
Provision: Bills Food and Wine*		Pub/wine bar	(Waldegrave Arms – currently closed)	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school	To the east Newland House school			
		Other:		Day nursery				
		Launderette/Dry Cleaner	✓	Tutor/education centre			Shacklegate Lane allotments	
		Bank/building society		Community Centre				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Car servicing/MOT	Library				
				Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value = None								



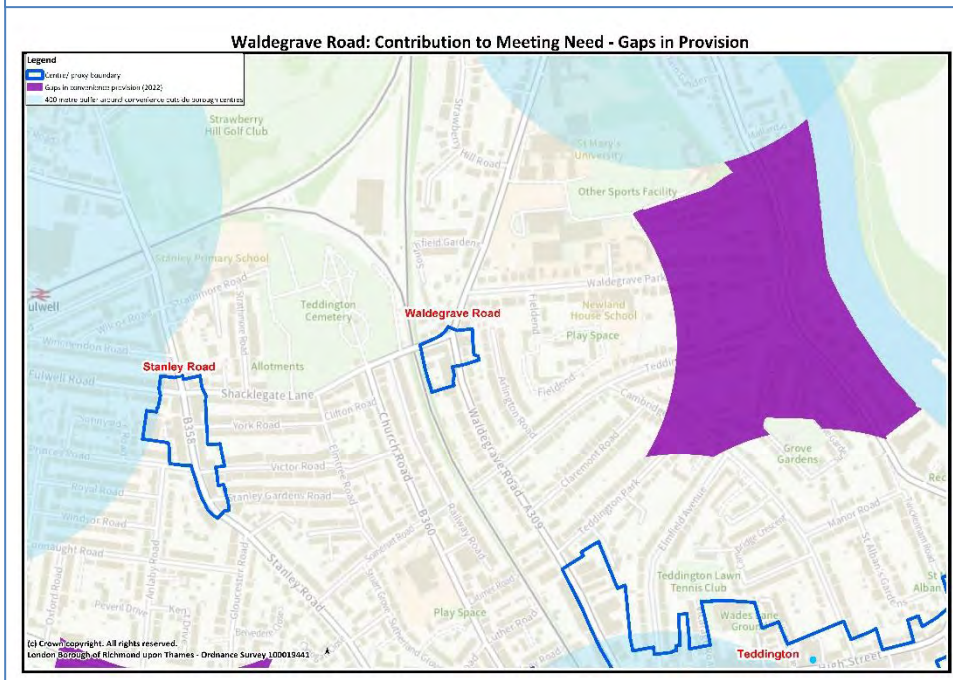
Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

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

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

This small parade serves some households categorised as “financially stretched” according to the ACORN household classification. However, it is also clear that most households are classed as within a more affluent category.



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

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

Waldegrave Road parade contributes to serving a population located to the east which is a clear gap in provision (shaded in purple in the map opposite) bounded by the River Thames.

Summary:

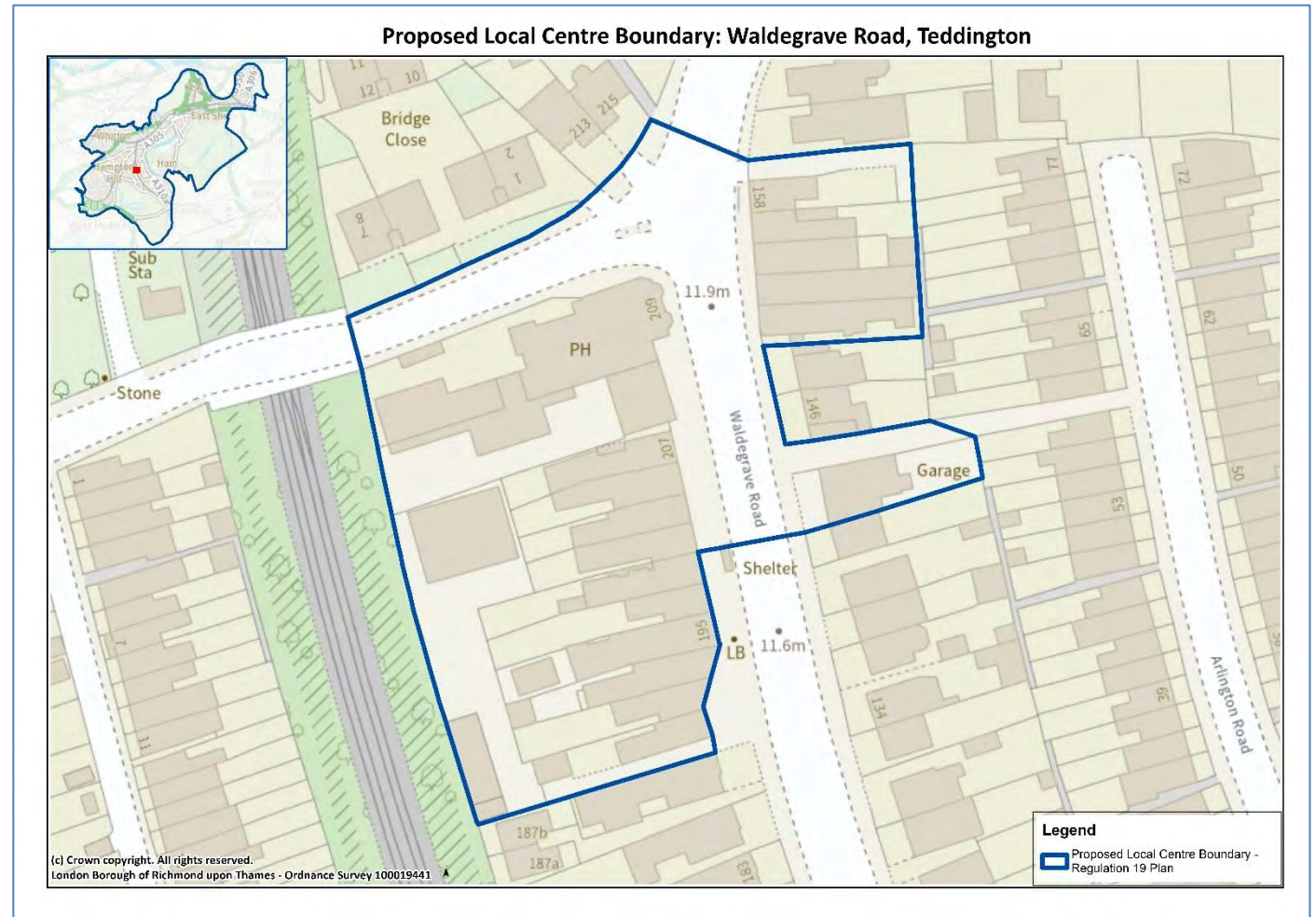
Waldegrave Road parade fills a gap in provision to the northwest of Teddington district centre. Public transport accessibility is generally low within its catchment. It provides some top-up shopping with one convenience store - Bill's Food & Wine, a convenience/newsagent/ off licence and is one of the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

Recommendations:

Hierarchy: No change

Boundary: It is proposed that the adopted Area of Mixed Use boundary (AMU) is replaced with a Local Centre Boundary (LCB) to facilitate policy application as illustrated on the map opposite and will be shown on the Policies Map. The LCB is based on the AMU incorporating minor revision to remove residential properties where possible.



4.15 Whitton Road



Overview: This small parade of only 5 units is located to the northwest of Twickenham town centre on the Hounslow border. It retains a convenience function, being some 600 metres from the district centre and thus serving nearby residents.

Policy & designations:

Adopted plan¹: Whitton Road is classified as a Parade of Local Importance in the adopted Local Plan centre hierarchy. Centre not defined by an Area of Mixed Use boundary.

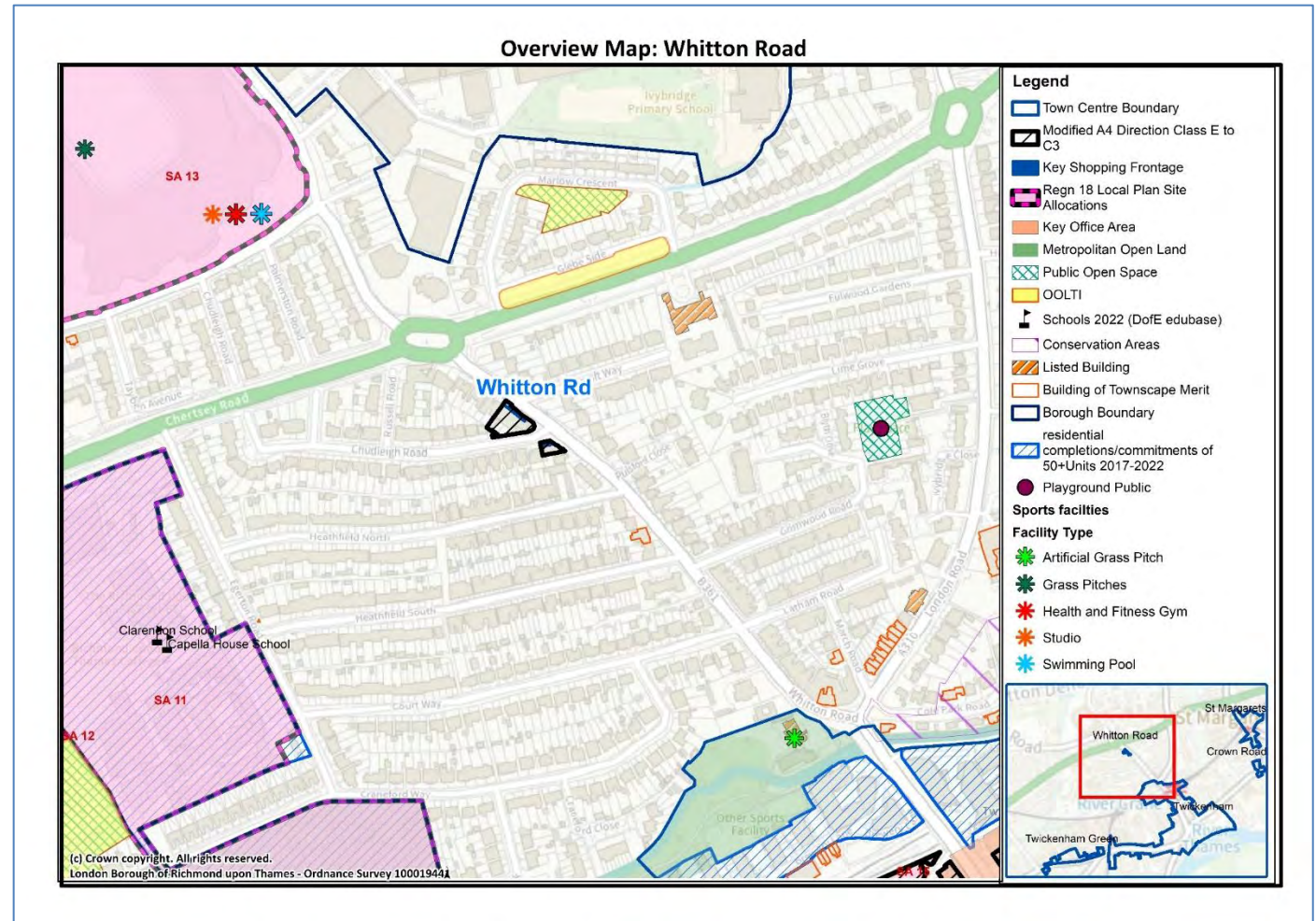
Key Shopping Frontage at Nos. 97-105 (odd) Whitton Road, Twickenham.

Regulation 18 Local Plan: as adopted Plan. No Site Allocations in immediate vicinity.

Publication Local Plan (Regulation 19)³: Deletion of shopping frontages and AMU boundary. Proposed local centre boundary. No Site Allocations in immediate vicinity. Sites 11 (RuT College), 12 (The Stoop) & 13 (Twickenham Stadium) nearby.

Related strategies:

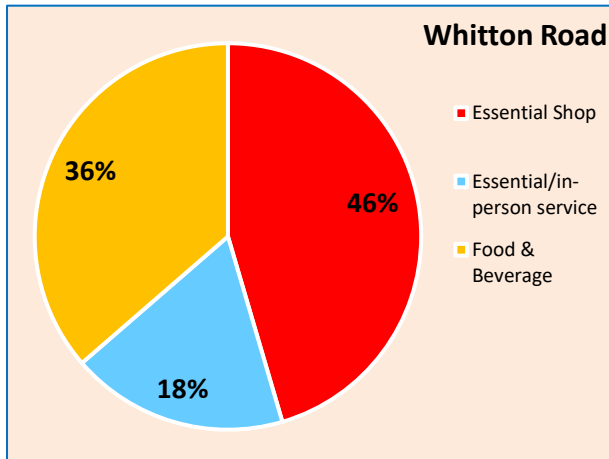
- Village Character Area - Heatham Estate (including Richmond upon Thames College and The Stoop).
- [Village Plan SPD¹³](#) - reinforces the existing Planning Policy Aims for Twickenham, including:
 - Protect local shopping parades at Whitton Road, Twickenham Green and Hospital Bridge Road.



Regulation 18 Local Plan consultation²⁴: None specific to this centre.

Urban Design Study 2023¹³

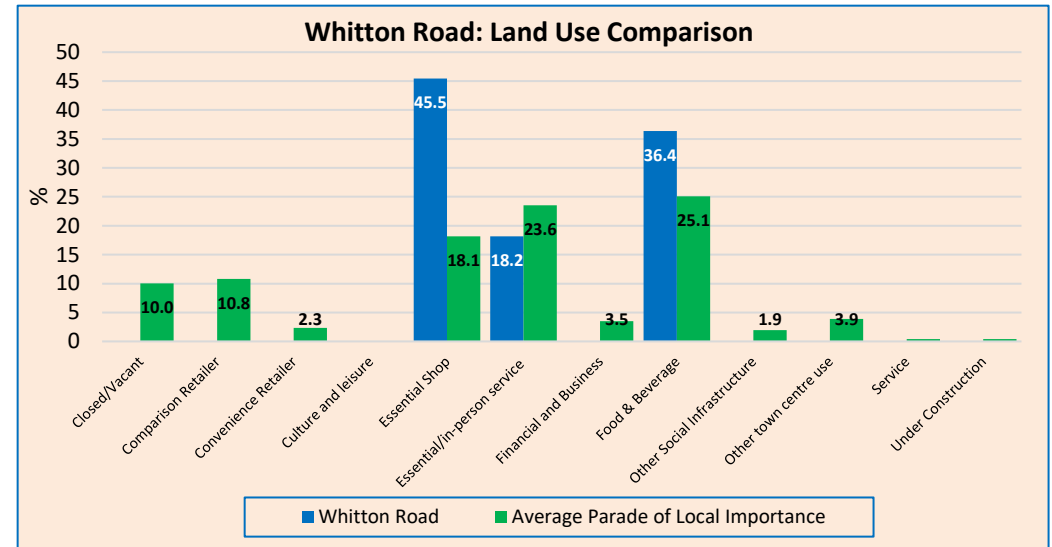
- Whitton Road is located within the Twickenham Residential character area.



Composition of centre

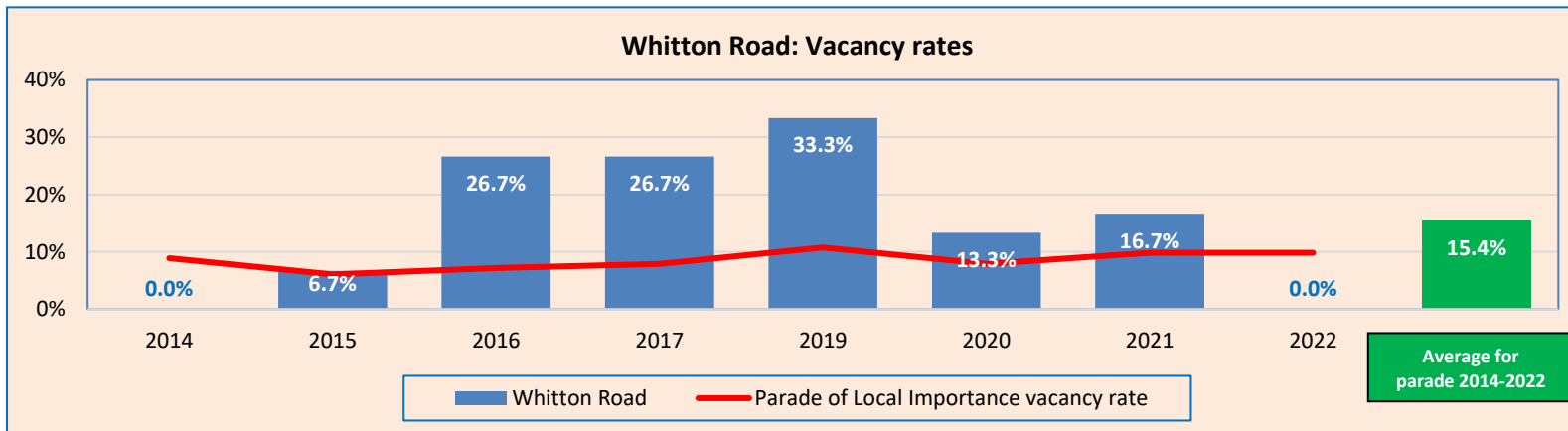
The centre has 11 commercial units recorded in the Council’s Town Centre Land Use Survey 2022¹⁴ including the section of frontage next to Twickenham Station.

The five units nearest the roundabout on the A316 provides for immediate top-up needs for residents and potentially rugby supporters (this parade being located between Twickenham



station and Twickenham Stadium) and also near the Stoop. Richmond upon Thames College is within walking distance.

Compared to the average Parade of Local Importance, Whitton Road has a larger proportion of essential shops and food and beverage provision (2 takeaways) and fewer essential/in-person services. It has a large off licence, another off licence/newsagent and a small independent supermarket. It is noted that following the redevelopment of Twickenham station, Sainsburys, Marks & Spencer Food to go & Tesco Express are located in close proximity to one another, no doubt convenient for commuters. However, the nearest of these is approximately 400 metres from this small parade.



Vacancy data:

Across all frontages Whitton Road currently has no vacant units for the first time since 2014, this is due to one of two units previously recorded as vacant in 2021 reopening as a fish and chip shop (No. 115), while the other previously vacant unit (No. 117) has been converted to residential use (ref. 21/3971/GPD26).

Source: SSA Town Centre Land Use Survey 2022¹⁴

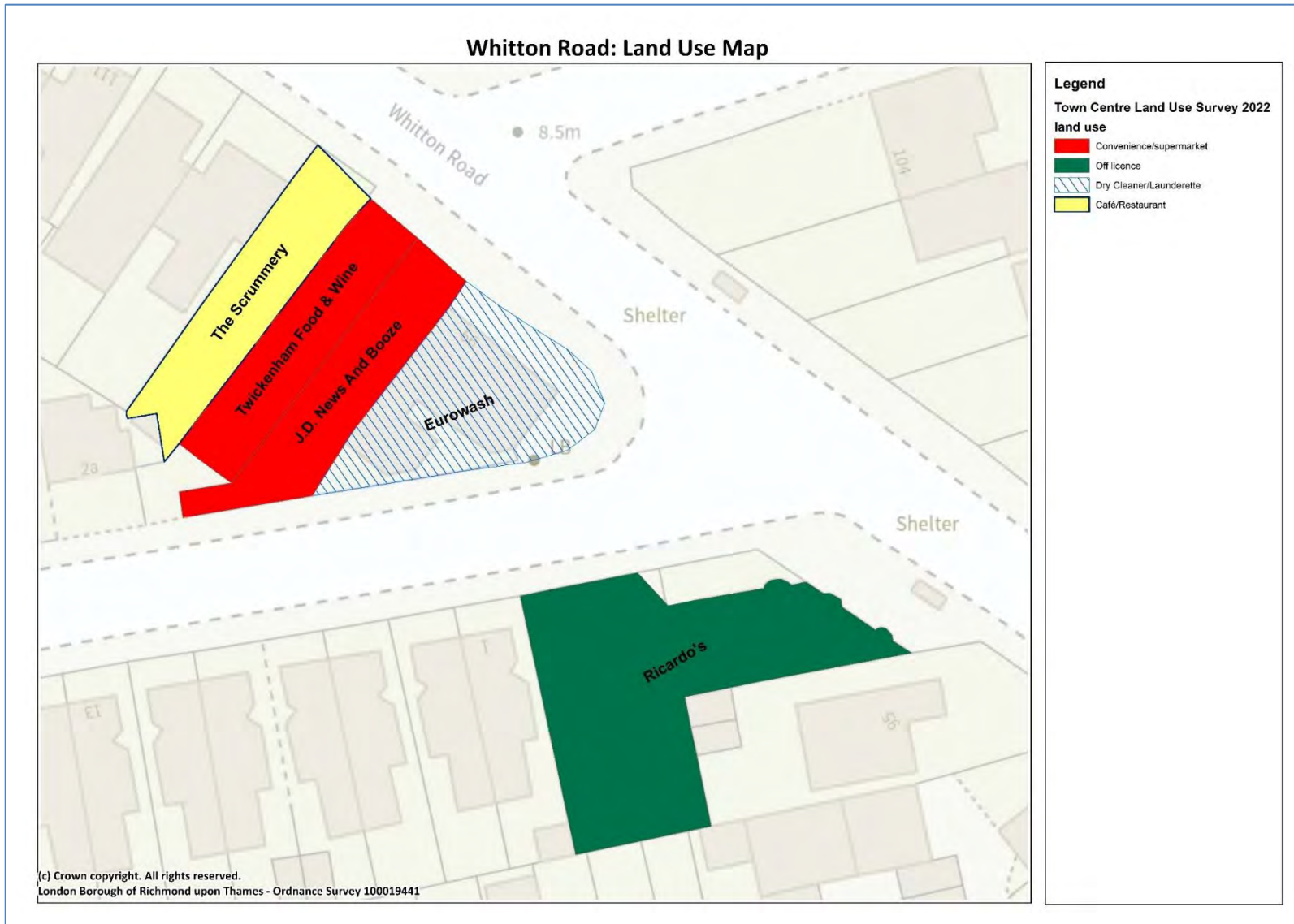
Customer views/experience:

Urban Design Study 2023¹²

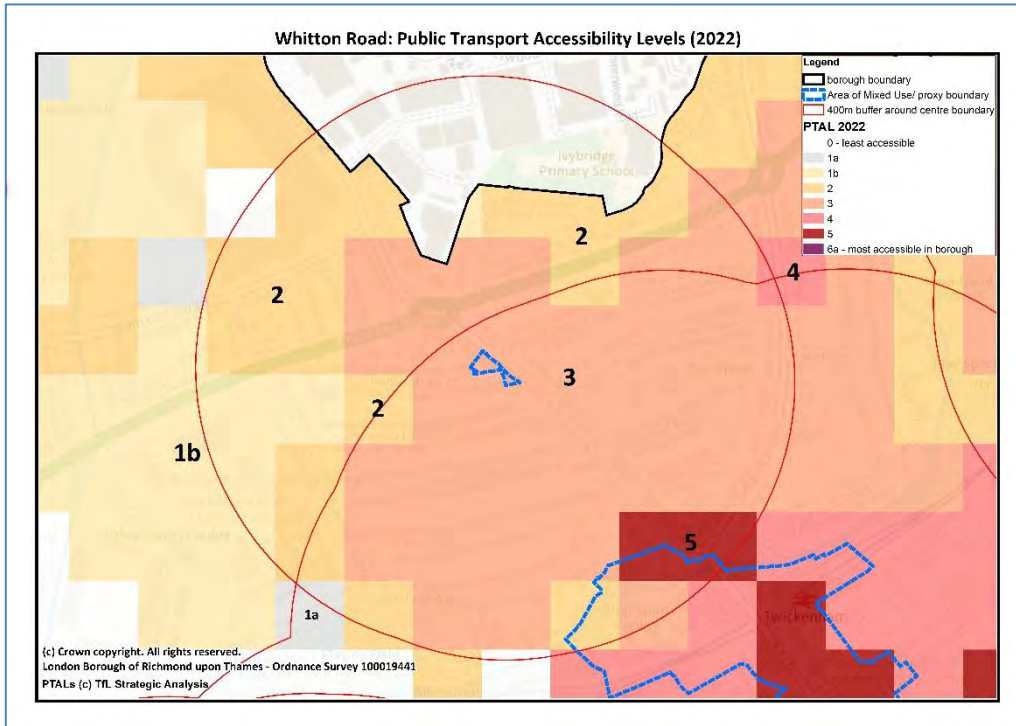
Valued features: Short but distinctive parade of ground floor shops at the junction of Whitton Road and London Road.

Negative qualities: Busy traffic along the A-roads, particularly Chertsey Road. Commercial units occasionally in a poor condition.

In 2021 a series of **Community Consultations**¹¹ were held across the borough which focused on discussions about the future of High Streets and town centres. A summary of the output of the entire round of Conversations has been published on the Council website. No specific comments were raised about this parade.



Source: SSA Town Centre Land Use Survey 2022¹⁴



Accessibility⁸:

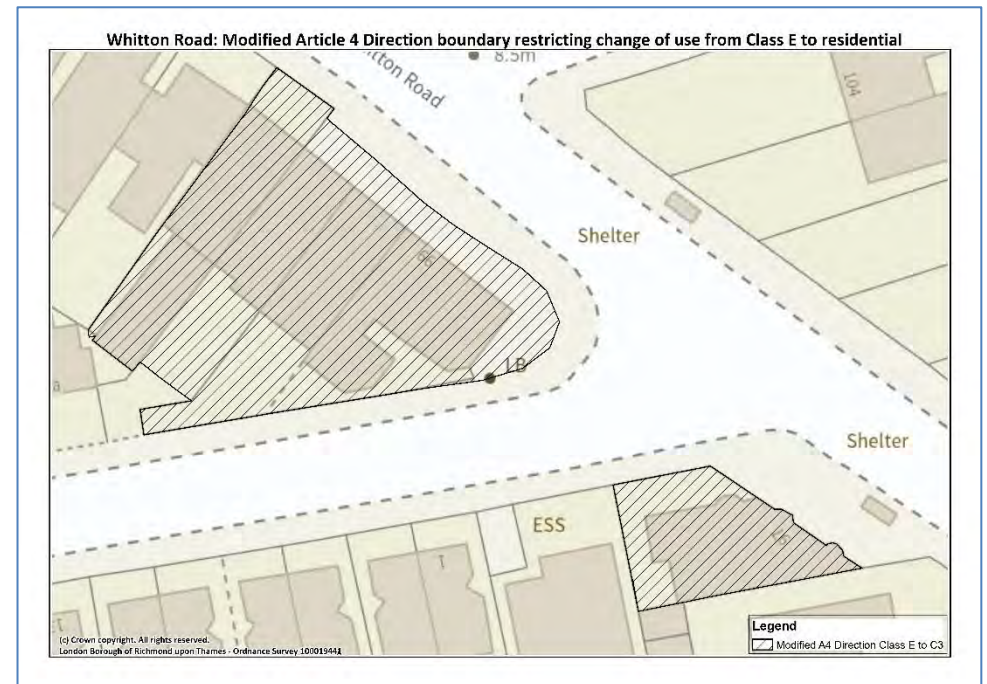
PTAL: Public Transport Access Level is a measure of access to the public transport network. 0 being the least accessible and 6a being the most accessible in this borough⁸.

The parade itself is wholly in Public Transport Accessibility Level (PTAL) 3, although the parade's 400 metre buffer includes areas in PTAL 2 and a small area to the west in PTAL 1b.

Source PTALs © TfL Strategic Analysis

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

An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and coming into force on 29 July 2022⁵. It covers the commercial units of this compact parade, recognising its contribution to meeting need.



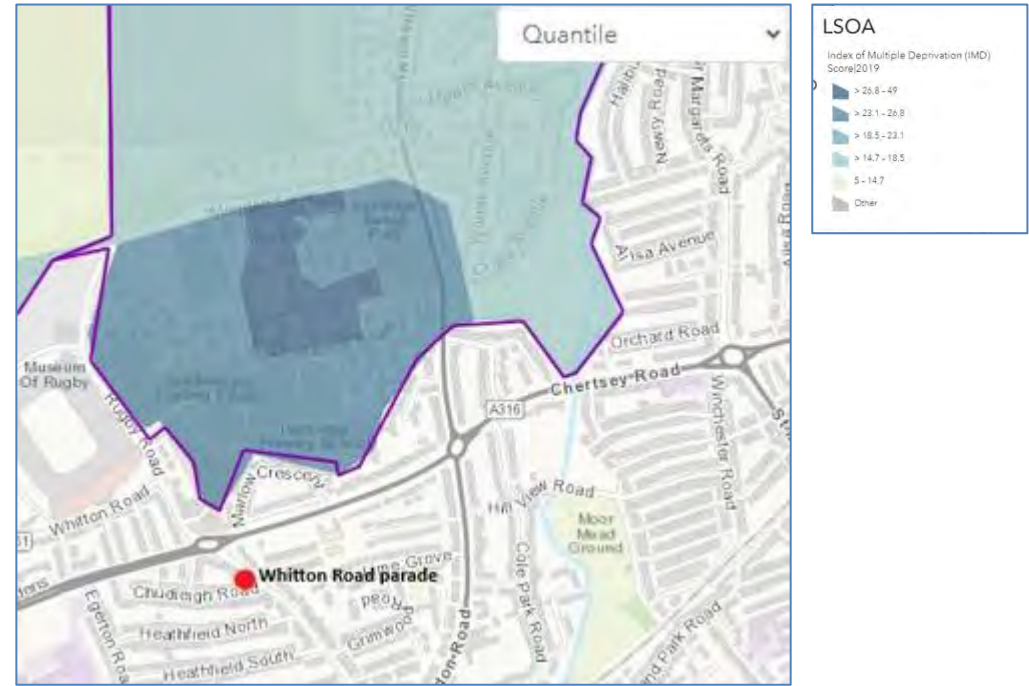
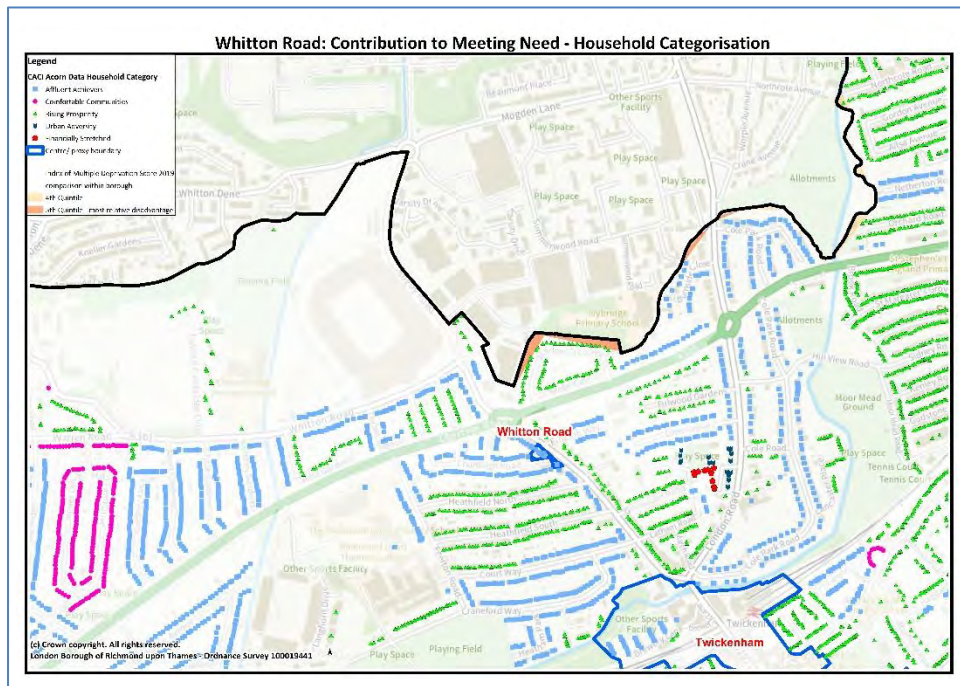
Contribution to meeting need:

Provision of facilities (Whitton Rd – section adjacent A316)

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber		Sports & Leisure facilities:		Conservation Area		KOA/KBA:
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa		Playspace/recreation ground/LGS	To the east – Grimwood Rd playground.	Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM		ILBP:
Newsagent	☑	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden		
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre		Open space designation:		
Off licence	☑	Physiotherapist/osteopath		Cinema		MOL	To the south: Crane Park East	Other
Chemist		Vet		Music venue/night club		OOLTI	To the north: A316 Chertsey Road (between Whitton and London Rd), Marlow Crescent Playground	
Dispensing?								
supermarket/ general store etc	☑	Food & Beverage offer:		Hotel/guesthouse		POS	To the north: Marlow Crescent Playground	
Provision:		Pub/wine bar		Other e.g. Job centre, police shop			To the east – Grimwood Rd POS	
independent		restaurant/café/ice cream shop/craft cafe	☑	Education:				
		take away		School / pre-school				
		Other:		Day nursery				
		Launderette/Dry Cleaner	☑	Tutor/education centre				
		Bank/building society		Community Centre				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Library				
				Museum/Gallery				
				Proximity to major attraction:	Twickenham Rugby Stadium, The Stoop			
Serving: relatively disadvantaged area low public transport accessibility (limited) community more than 400 metres from provision								
Asset of Community Value								

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

Communities in Hounslow living to the north of the A316 are identified as relatively disadvantaged in Hounslow. The nearest provision would however be Tesco & Asda.



CACI Acorn Household Category

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

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

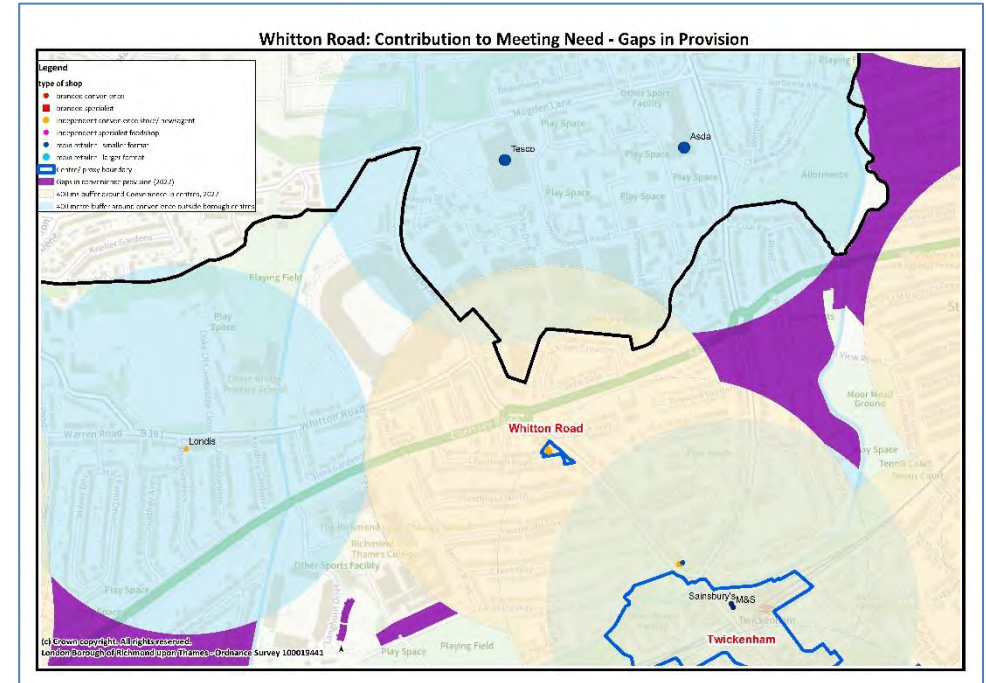
Those living in the borough are mainly categorised as “affluent achievers” or “rising prosperity”. Communities in Hounslow may be relatively disadvantaged, although with alternative, much larger provision available as stated above.

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

From the map opposite we can see that there are superstores to the north in Isleworth. However, this parade also serves communities to the east and west, including a gap in provision. Communities to the west are also potentially vulnerable to a lack of provision should the isolated Lordsis store close. It should be noted however, that this parade no doubt meets the needs of rugby supporters being on the route between the BR station and the national stadium and potentially students.

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

Source: SSA GIS mapping



Summary:

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.

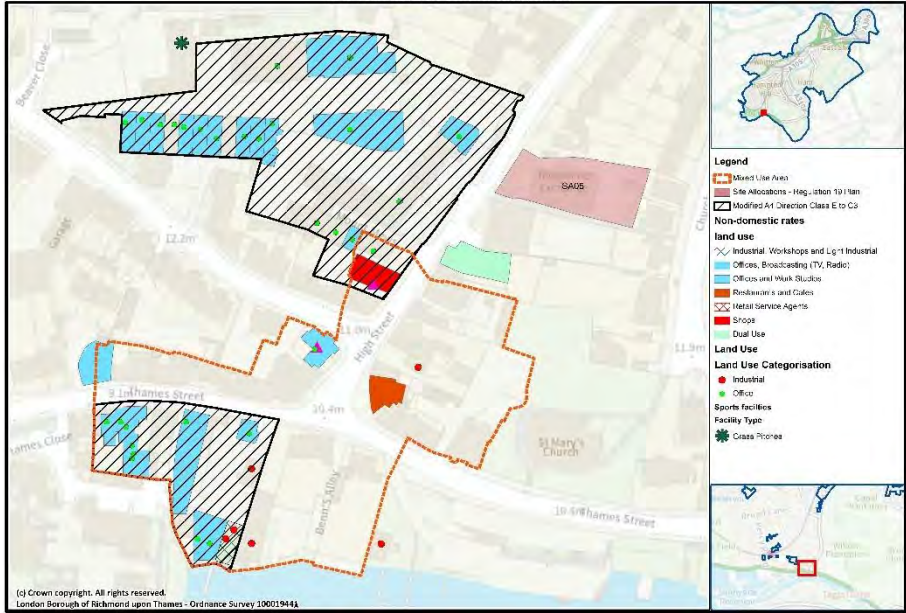
Recommendations:

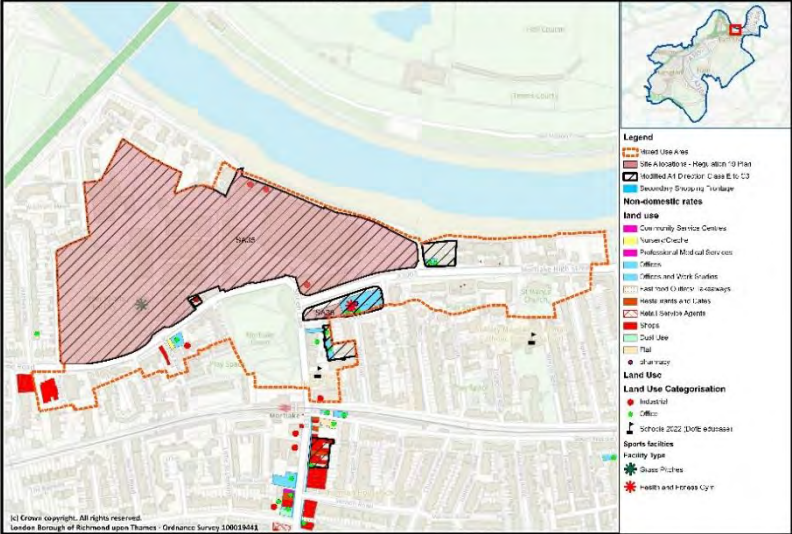
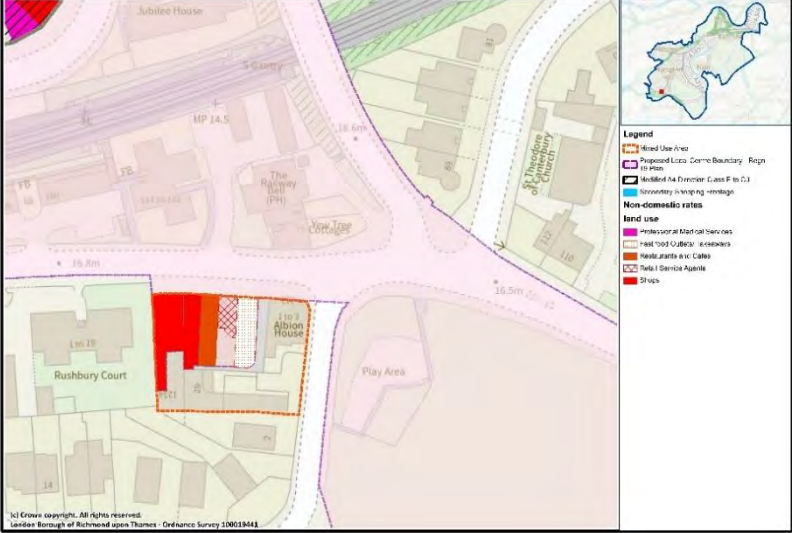
Hierarchy: No change.

Boundary: This parade did not have a defined Area of Mixed Use boundary previously and it is recommended that to facilitate policy application a Local Centre boundary is proposed as illustrated on the map below and will be shown on the Policies Map.

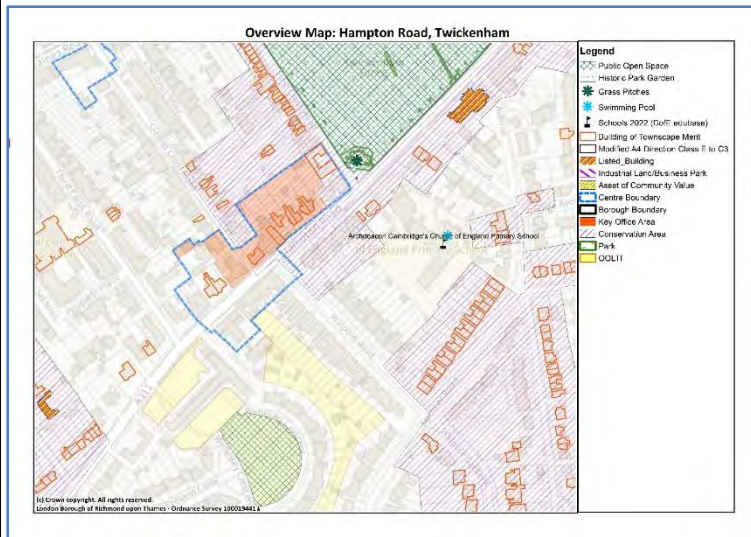


5: Consideration of AMUs not in the adopted Local Plan centre hierarchy

Area of Mixed Use	Recommendation	
<p>Castle Business Village, Mount Mews and Thames Street, Hampton</p>	 <p>The map displays the Thames Street Area of Mixed Use. It features a central area outlined in orange, representing the Mixed Use Area. Surrounding areas are shaded in light blue and light green, indicating different land use categories. The map includes street names such as Thames Street, High Street, and Mount Mews. A legend on the right side of the map provides a key for the various symbols and colors used, including Site Allocations (SA35), Non-domestic rates, Land Use (Industrial, Offices, etc.), Land Use Categorisation (Industrial, Office), Sports facilities, and Facility Type (Crash Pitches). The map also shows the location of the area within the London Borough of Richmond upon Thames.</p>	<p>Primarily employment site with insufficient mix of uses to be included in centre hierarchy.</p>
<p>Stag Brewery and surrounds, Mortlake High Street</p>	<p>The Brewery is a very significant Site Allocation SA (35) in the adopted and emerging Local Plan which is an opportunity for comprehensive redevelopment of this site to deliver a new heart and centre for Mortlake. It is anticipated that the redevelopment will include a mix of uses including housing, employment, commercial, health facilities, community and social infrastructure facilities and an on-site new 6-form entry secondary school, plus sixth form.</p>	<p>Currently, the MUA is primarily in employment use with insufficient mix of uses to be included in centre hierarchy. However, should the Stag Brewery Site Allocation be implemented, consideration will need to be given to including the new centre in the hierarchy.</p>

Area of Mixed Use	Recommendation	
	<p style="text-align: center;">Mortlake High Street Area of Mixed Use</p>  <p><small>© Crown copyright. All rights reserved. London Borough of Richmond upon Thames Ordnance Survey 100018441</small></p>	
<p>Oldfield Road, Hampton</p>	<p style="text-align: center;">Oldfield Road, Hampton Area of Mixed Use</p>  <p><small>© Crown copyright. All rights reserved. London Borough of Richmond upon Thames Ordnance Survey 100018441</small></p>	<p>With the exception of Albion House, which has been converted to housing, this AMU is proposed to be included in the revised boundary for Hampton Village.</p>

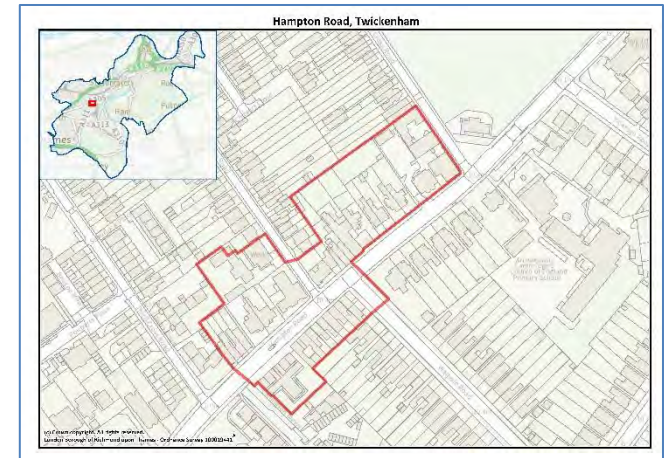
Hampton Road, Twickenham



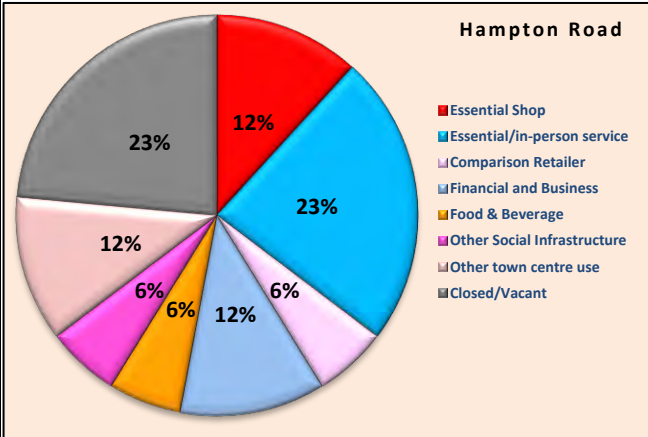
Overview

Hampton Road is a small parade of businesses located to the southwest of Twickenham Green.

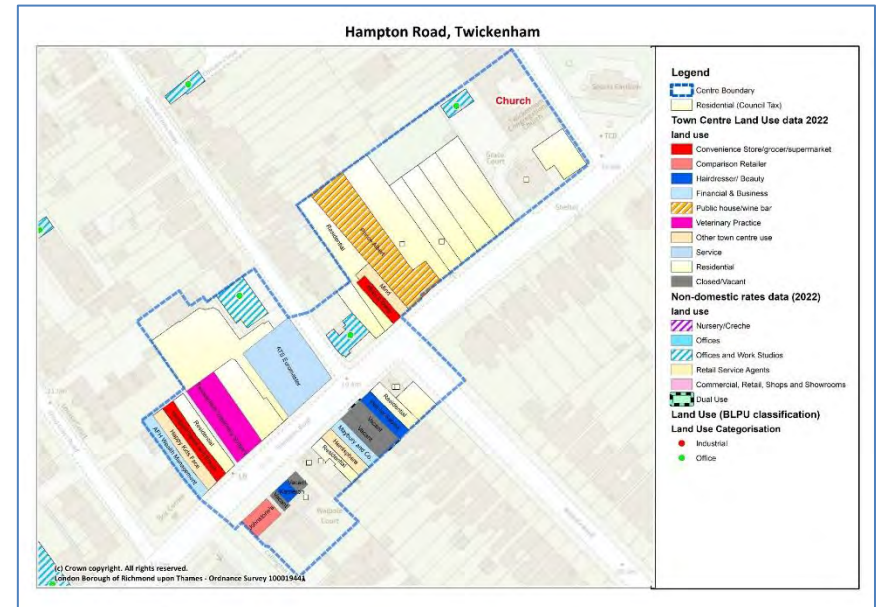
Policy & designations: This parade has not previously been designated in the hierarchy, nor had designated shopping frontages. However, bearing in mind the focus away from retail it is timely to consider if the centre now warrants inclusion in the hierarchy.



Composition of centre



The centre has 17 commercial/community units recorded in the Council’s annual land use survey (2022). This area includes two convenience shops and a mix of other businesses.

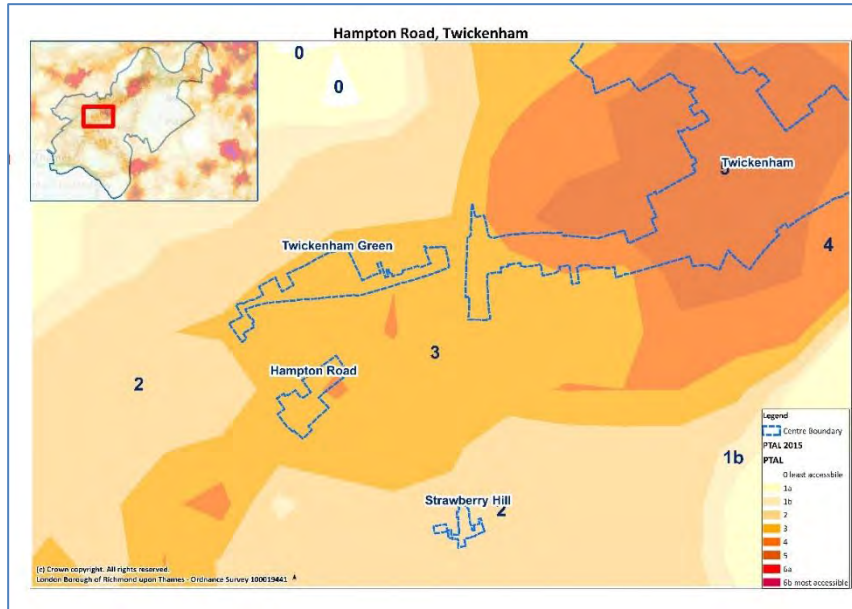


Vacancy data:

This area has four vacancies as it did in 2021. With a vacancy rate of 19% it makes it one of the highest in 2022¹⁴. If residential properties are removed from the denominator, it pushes the rate up to nearly a quarter. However, the map also illustrates that half of the vacant units are very small in size.

Source: SSA Town Centre Land Use Survey 2022¹⁴

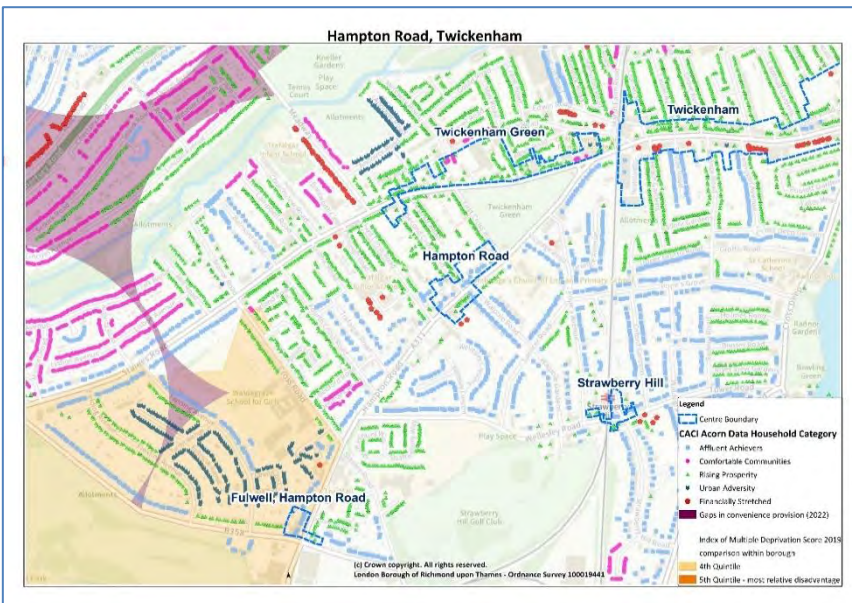
Accessibility⁸:



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

Hampton Road is located in PTAL zone 3. Twickenham Green, a larger parade with Sainsburys Local sits to the north and Twickenham district centre to the northeast.

Article 4 Direction Class E (combined business class) to residential: None



Meeting the needs of those living in areas which are relatively disadvantaged

There is an area to the southwest of Hampton Road which is considered as amongst the most disadvantaged when comparing areas within the borough. This corresponds with the ACORN data which categorises types of households into ‘social’ groups based on a range of data¹⁹. In this area households are categorised as “urban adversity”. However, there are nearer food shopping opportunities to this area at Fulwell and the nearby Lidl discount retailer at South Road.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✔ x2	Sports & Leisure facilities:		Conservation Area	✔ covering east of centre	✔ KOA/KBA: KOA – Hampton Rd, Twickenham
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa		Playspace/recreation ground/LGS	✔ adjacent Twickenham Green	Listed Building		
Butcher		Health facilities/vet:		Gym/fitness		BTM	several	ILBP:
Newsagent*	✔	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden	Twickenham Green	
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiropodist		Theatre		Open space designation:		
Off licence		Physiotherapist/osteopath		Cinema		MOL		Other
Chemist		Vet	✔	Music venue/night club		OOLTI	Twickenham Green & other parcels of OOLTI to the southwest	
Dispensing?								
supermarket/ general store etc	✔	Food & Beverage offer:		Hotel/guesthouse		LGS/POS	POS – Twickenham Green	
Provision: 2 x small independent convenience store/newsagent*		Pub/wine bar	✔ Prince Albert	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe		Education:				
		take away		School / pre-school	In close proximity to X2 primary schools, one of which has own swimming pool			
		Other:		Day nursery	✔ Happy Kids Face			
		Launderette/Dry Cleaner		Tutor/education centre				
		Bank/building society		Community Centre				
				Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Vehicle repairs	Museum/Gallery				
				Proximity to:	Twickenham Green & pavilion			

Serving: relatively disadvantaged area = no
 low public transport accessibility = no
 community more than 400 metres from provision – Hampton Road is not serving an area which is more than 400 metres from existing convenience provision. However, it is noted that the community to the immediate west is served by one small Londis convenience store which if closed leave some residents without access to top-up facilities within walking distance.

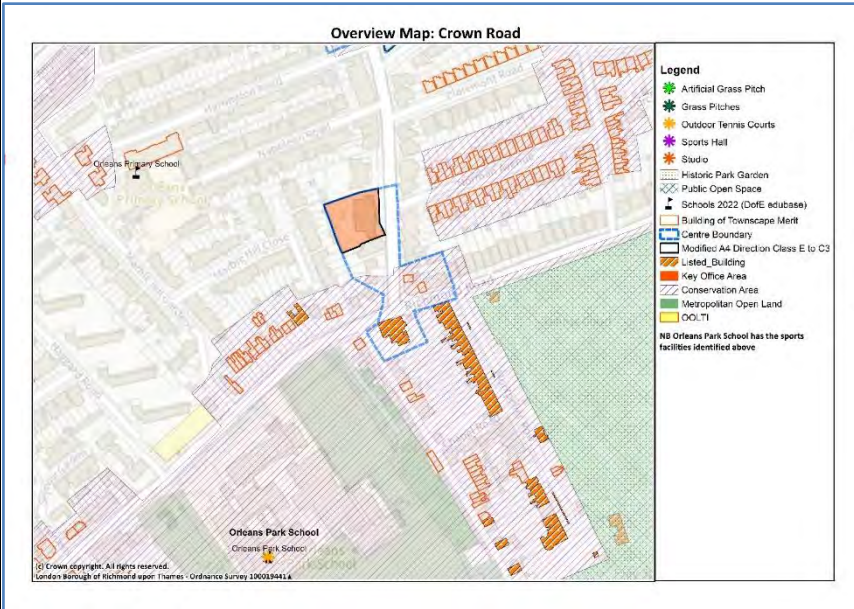
Summary:

This parade is not particularly important in meeting top-up shopping need and is not serving a disadvantaged community nor one which doesn't have alternative facilities relatively close by. However, there are several commercial uses in the parade, including two small convenience stores and other useful services such as hairdressers, vehicle repairs, the Prince Albert pub and a day nursery as well as several offices. Although it does not have a full range of essential shops it is larger than other local parades defined within the hierarchy. There is no Article 4 Direction covering the centre which would require applicants to apply for change of use from Class E to residential and indeed, therefore there is considerable scope to change uses within the combined commercial class itself and potentially to a residential use. Vacancy rates are high. It is considered that there would be no significant merit in including Hampton Road within the centre hierarchy.

Recommendations:

Hierarchy: Not to be included

Crown Road,
Twickenham



Composition of centre

The centre has 10 commercial/community units recorded in the Council’s annual land use survey (2022)¹⁴. This area includes only one shop (a convenience store/newsagent) and a mix of other businesses, some of which are in-person service providers: hairdresser, vet, beautician.

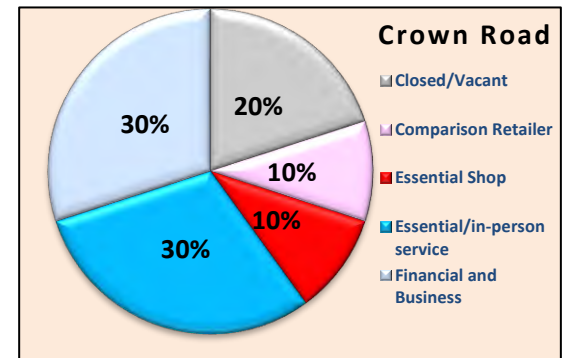
Vacancy data:

This area has two vacancies in 2022, an increase of one unit. With a vacancy rate of 20% it makes it one of the highest in 2022, albeit that this amounts to only 2 units. No 80 Crown Road is a long-term vacancy. However No 93, formerly a pet grooming business was open in 2021 but has subsequently closed.

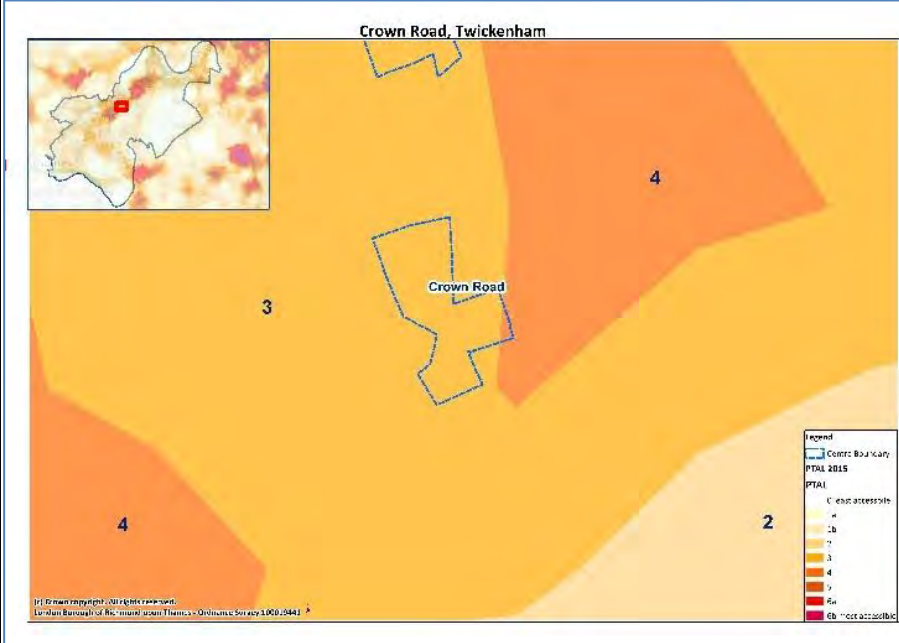
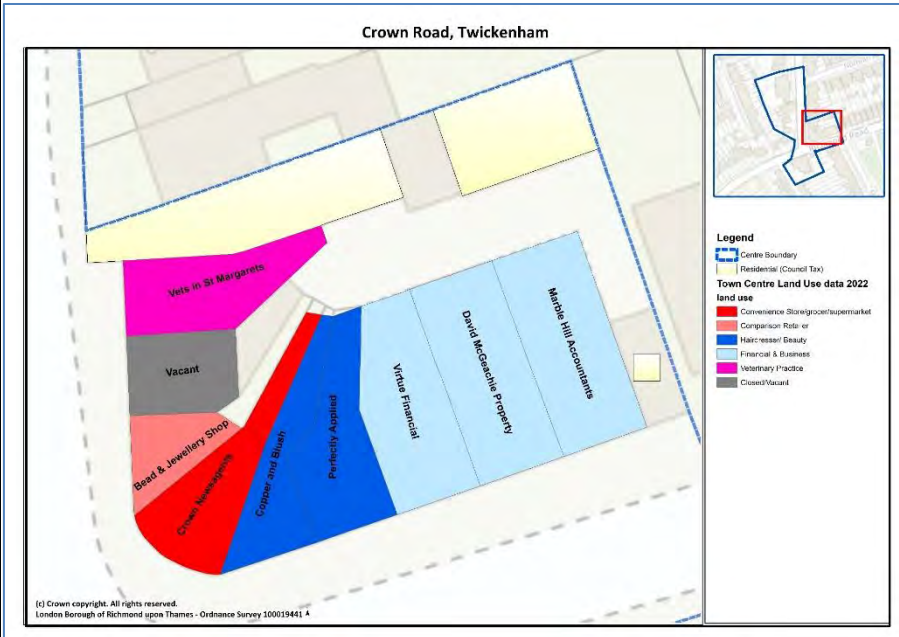
Overview

Crown Road is a small parade of businesses located to the south of St Margarets local centre and the east of Twickenham.

Policy & designations: This parade has not previously been designated in the hierarchy, nor had designated shopping frontages. However, bearing in mind the focus away from retail it is timely to consider if the centre now warrants inclusion in the hierarchy.



Source: SSA Town Centre Land Use Survey 2022¹⁴



Accessibility³:

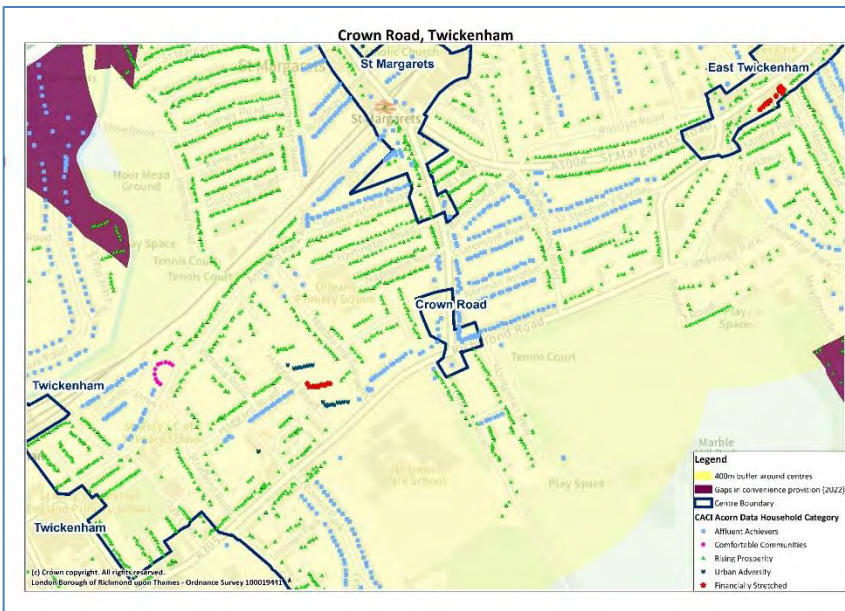
PTAL: **Public Transport Access Level** is a measure of access to the public transport network. For any given point in London, PTALs combine walk times from a chosen point to the network (stations and bus stops, for example) together with service frequency data at these locations. This provides an overall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

Hampton Road is located mainly in PTAL zone 3, a score which sits somewhere in the middle in terms of the scale of accessibility. St Margarets to the immediate north has a score 4 and benefits from a BR station. The area to the immediate west also has a PTAL rating of 4.

Source PTALs © TfL Strategic Analysis

Article 4 Direction Class E (combined business class) to residential⁵: As shown on Overview Map. Covering the Key Office Area in the adopted Local Plan, which is restricted to St George House but does not cover the other properties on Crown Road or Richmond Road.

Contribution to meeting need:								
Provision of facilities								
Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:	(facilities at Orleans Park School)	Conservation Area	✓	✓ KOA/KBA: KOA – St George House,
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	Facilities in Marble Hill Park nearby including grass pitches	Listed Building	Crown PH	
Butcher		Health facilities/vet:		Gym/fitness		BTM	several	ILBP:
Newsagent*	✓	GP/health centre		Yoga/Pilates (separate from gym)		Registered Park & Garden	✓ Marble Hill Park	
Fishmonger		Dentist/orthodontist		Cultural offer:		other		Serviced office:
Greengrocer		chiropracist		Theatre		Open space designation:		
Off licence		Physiotherapist/osteopath		Cinema		MOL	✓ Marble Hill Park, Orleans Park School	Other:
Chemist		Vet	✓	Music venue/night club		OOLTI	✓ in vicinity	
Dispensing?								
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		POS	✓ Marble Hill Park	
Provision: 1 x small independent convenience store/newsagent*		Pub/wine bar	✓ Crown PH	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe		Education:				
		take away		School / pre-school	In close proximity to Orleans Park Secondary school & Orleans Primary School			
		Other:		Day nursery				
		Launderette/Dry Cleaner		Tutor/education centre				
	Bank/building society		Community Centre					
	Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Vehicle repairs		Museum/Gallery				
				Proximity to:	Twickenham Green & pavilion			
Serving: relatively disadvantaged area - no low public transport - no community more than 400 metres from provision - no								
Asset of Community Value - none								



Crown Road is not serving a population which is relatively disadvantaged within the borough (according to the IMD 2019)⁹. Nor is it serving a discrete catchment or area identified as having a gap in convenience provision. The ACORN data which categorises types of households into ‘social’ groups based on a range of data suggests the majority in the vicinity are “affluent achievers” or “rising prosperity”¹⁹.

It is noted that there are a small number of households categorised as “financially stretched” and in “urban adversity” in the blocks on Haggard Road to the west of Crown Road parade.

Summary:

This parade is not particularly important in meeting top-up shopping need and is not serving a disadvantaged community nor one which doesn’t have alternative facilities relatively close by. St Margarets and East Twickenham local centres are in the vicinity. As with Hampton Road, there are several commercial uses in the parade, including a small convenience store/newsagent and other useful services such as a hairdresser, beautician, vet, estate agent and the listed Crown public house as well as several offices including St George House and others providing financial services. There is an Article 4 Direction restricting change of use from Class E to residential covering St George House alone. Vacancy rates are high, although this amounts to 2 units.

Although it is noted that the parade provides several services which are valued by the community and need to be visited in person, on balance it is considered that there would be no significant merit in including Crown Road within the centre hierarchy.

Recommendations:

Hierarchy: No designation within the centre hierarchy proposed.

Boundary: No boundary designation proposed.

Endnotes

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

25. https://www.richmond.gov.uk/services/planning/conservation_and_urban_design/conservation_areas/conservation_area_study

Key definitions & abbreviations

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

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

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

Essential shops are defined as:

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

Essential services are:

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

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

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

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

Retail services:

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

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

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

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

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

Appendix 1: Maps of Proposed Local Centre Boundaries for Important Local Parades

