



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

Volume 2
Assessment of local centres

Planning

May 2023

Please note:

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

Assessment of Neighbourhood Centres included in Volume 3

Assessment of Local Parades included in Volume 4

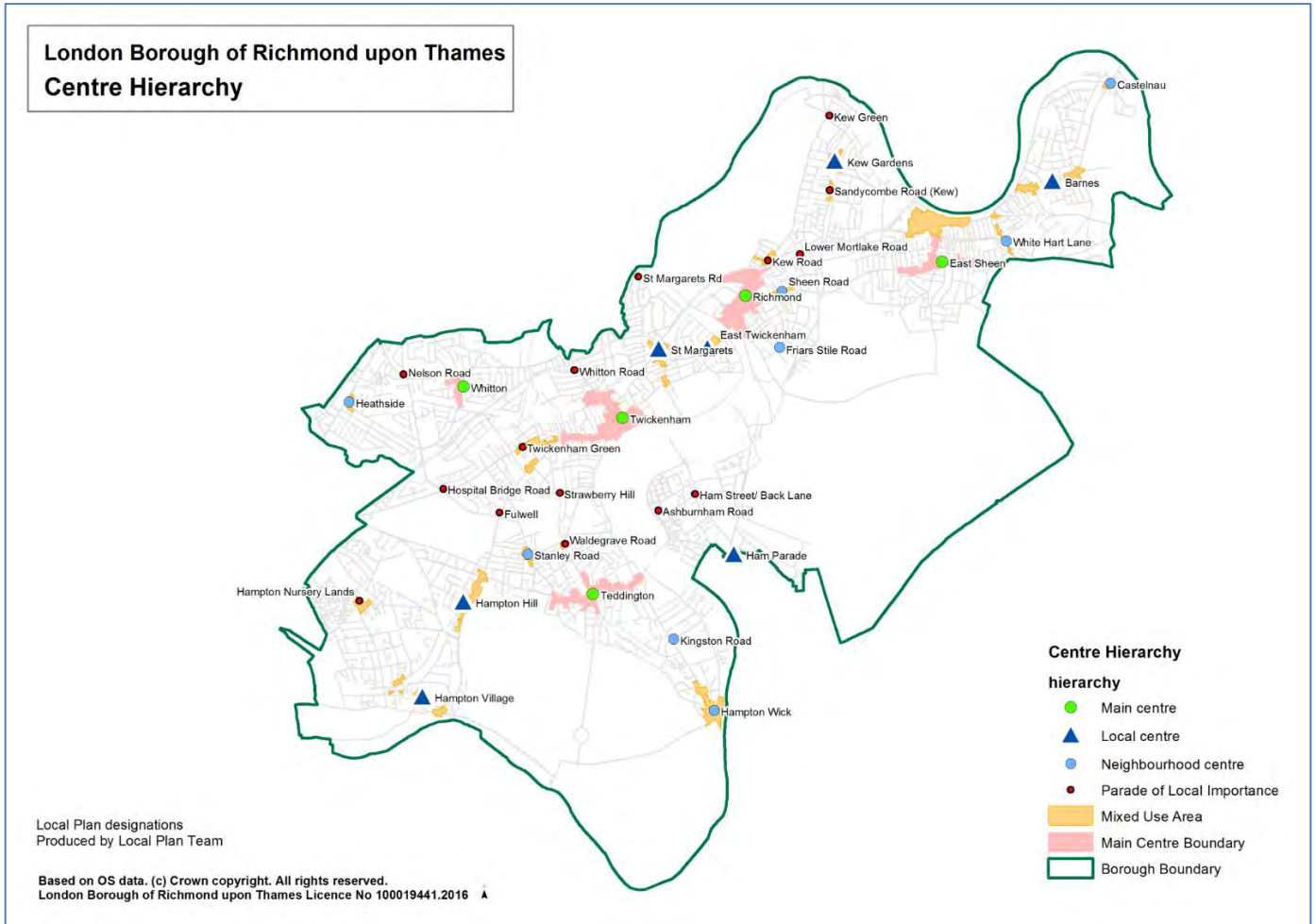
A Summary is published separately.

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Introduction

Volume 2 of this report provides an assessment of the eight local centres in the borough’s centre hierarchy. Please see **Volume 1** for the background to the study and 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 providing more detail on the data used. A summary document⁴ has been published separately.



Source: SSA Mapping

Assessment criteria – local centres:

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

- **Policy context** What are the existing designations in the adopted Local Plan? What is the vision for the centre in terms of the Publication Plan (Regulation 19 Plan) and other plans and strategies prepared by partners.
- **Customer views & experience** – listening to the community. Responses from the Community Conversation 2021¹¹ and results of the Household Telephone Survey produced as part of the Lichfields' RRLS Phase 2 Report 2023² and from the Urban Design Study 2023¹².
- **Size of centre** (in terms of units) using the SSA (Staff Sharing Agreement)'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
 - i. Other: Launderette/Dry Cleaner, Bank/building society, Car Tyres / Brakes / Wheels, Funeral Director, Mail Shop, Shoe repairs, Tailor, Solicitor/Accountant
3. Community facilities
 - i. Sports- access to outdoor & indoor sports, gym, fitness studio, Pilates/yoga, play space/publicly accessible playing fields
 - ii. Cultural offer – theatre, cinema, music venue, night club, hotel/guest house
 - iii. Education – day nursery and pre-school, school, tutor
 - iv. Job centre/ training centre
 - v. Police shop
 - vi. Asset of Community Value
 - vii. Community centre/Library
4. Environment & Heritage
 - i. Heritage – Listed Buildings, Buildings of Townscape Merit, Registered Parks & Gardens, Scheduled Monuments, conservation areas. Gateways to major tourist attractions.
 - ii. Museum/Gallery
 - iii. Environment – access to open space.
5. Employment
 - i. Employment designations
 - ii. Employment data (Inter Departmental Business Register)
 - iii. Serviced office/shared workspace

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

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

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

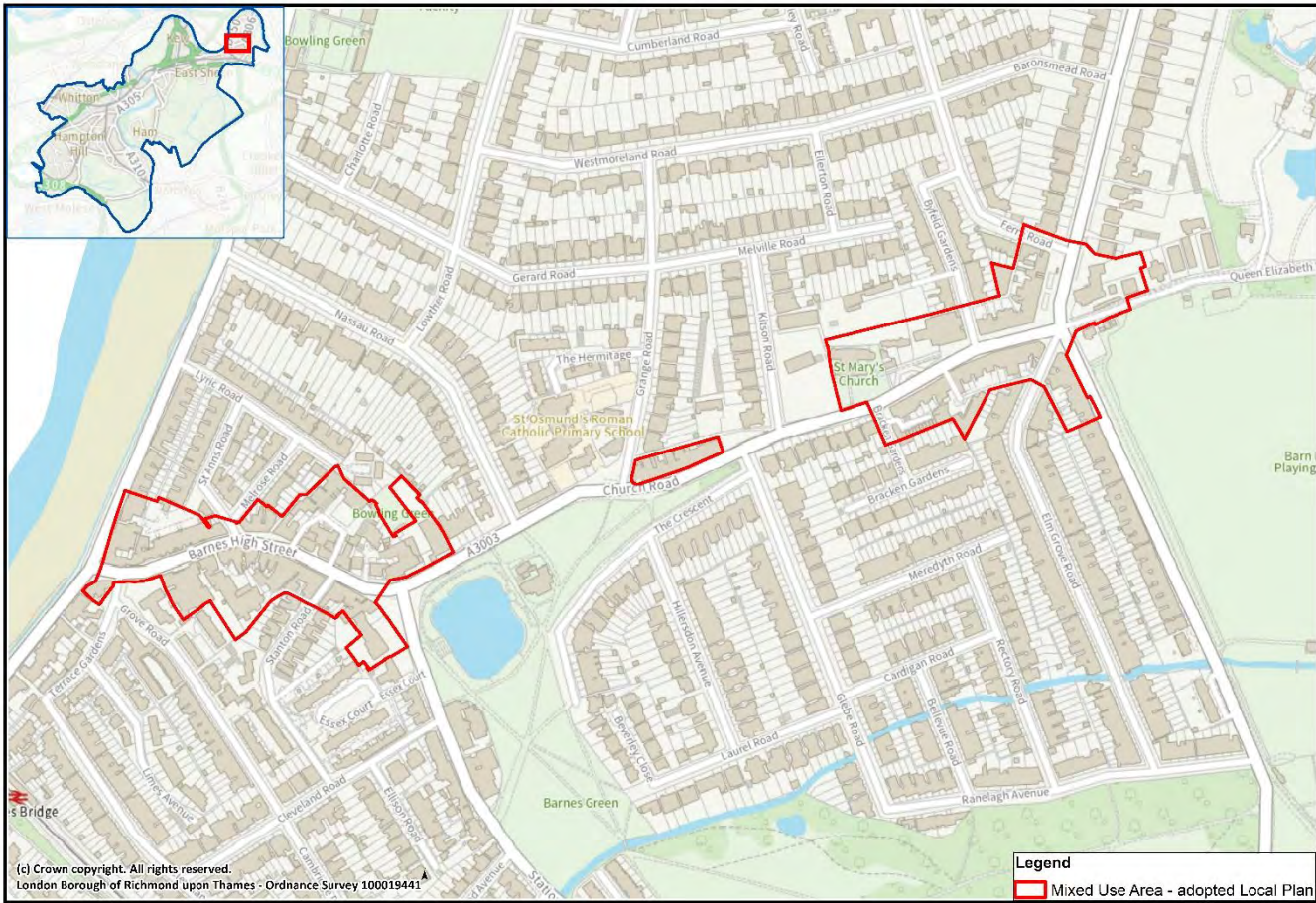
Is it serving a community with low **public transport accessibility**⁸ where residents may be more dependent on available provision? (as criterion for town centres).

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

2: Assessment of Local Centres

2.1 Barnes

Barnes



Church Road



Church Road

Overview: Barnes is the largest of the borough's local centres (one category below main centre in the borough's adopted centre hierarchy¹) with both a convenience and comparison shopping role and a developed cultural and leisure offer which includes a cinema. The Publication Local Plan³ states that future development should "strengthen the role and function of ... Barnes local centre and encourage independent shops and support the neighbourhood centre of Castelnau to ensure day-to-day facilities are accessible, in accordance with Policy 1 Living Locally."

All three parts of the centre have a role in serving the population to the north which is both more than 400 metres from convenience provision and an area which is considered relatively disadvantaged according to the Index of Multiple Deprivation 2019⁹. Part of this area also has poor public transport accessibility exacerbated by its location in a bend of the River Thames.

Barnes High Street

This Barnes High Street section includes most of the convenience retail for the local centre including a neighbourhood sized Marks & Spencer Simply Food and a Sainsburys Local. This stretch is wholly within a Conservation Area.

Church Road/Rocks Lane is busy and thriving. It is important to retain a sufficient quantum of commercial premises to support the centre's function, vitality and viability. As the largest local centre it has a role in providing comparison shopping and has a range of independent retailers.

49-85 (odd) Church Road, Barnes

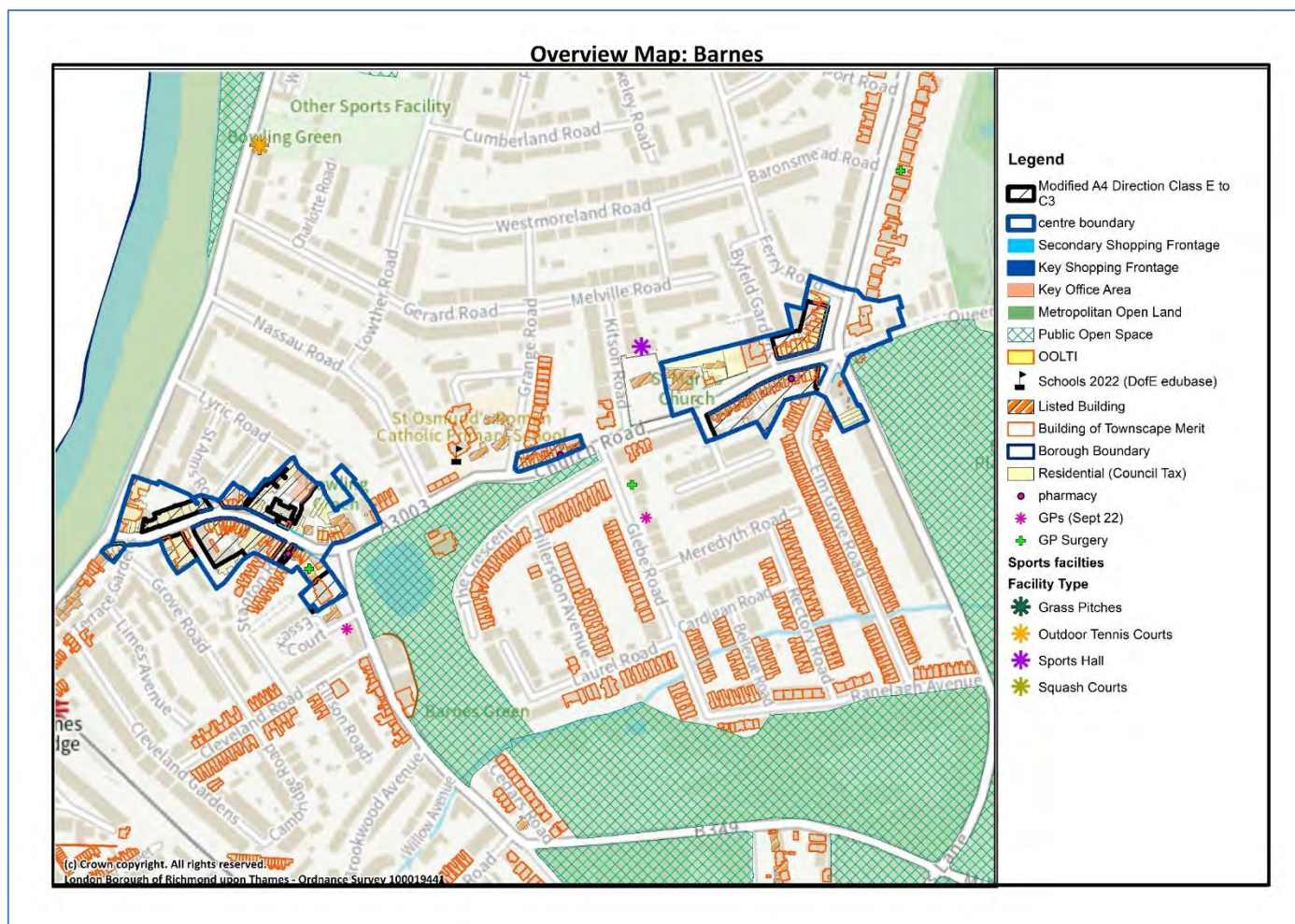
A valued block of commercial premises which includes a traditional greengrocer, butcher, delis and convenience stores, bakery & pharmacy and essential services – a dry cleaner & hairdresser.

Policy & designations:

Adopted plan: Barnes is classified as a local centre in the adopted Local Plan centre hierarchy and is defined by an Area of Mixed Use boundary.

- **Church Road section:** 49-85 Church Road, Barnes. Key Shopping Frontage (KSF) at Nos. 49-85 (odd) Church Road, Barnes.
- **Church Road/Castelnau section:** KSF at Nos. 125-145 (odd) and 54-102 (even), Church Road, Barnes. Secondary Shopping Frontage (SSF) at Nos. 145a-175 (odd), Church Road, Barnes, and Nos. 1-9 Rocks Lane, Barnes.
- **Barnes High Street section:** KSF at Nos. 3-25 (consecutive) and 51-64 (consecutive), Barnes High Street, Barnes. SSF at Nos. 33-36a (consecutive), 65-69 (consecutive), and 1, 1a, 1b, 1c, 2 (consecutive), Barnes High Street, Barnes. Key Office Area (KOA): Prospect Studios, Barnes High Street, Barnes.

Regulation 18 Local Plan: as adopted Plan. KOA renamed KBA (Key Business Area).



Publication Plan (Regulation 19) Local Plan: Local Centre Boundary designation proposed. KBA. No Site Allocations in the Barnes Area.

Strategies/Partners

The Publication Plan³: the strategy - “Overall, the Urban Design Study recognises the characterisation of Barnes Centre (I1) has a strong sense of place and is an area of high-quality townscape. The area’s character and functionality, however, are negatively impacted by the dominating presence of traffic, especially along the A3003.”

The Vision – “The vision for Barnes is to maintain and enhance the character of Barnes as an attractive residential area and as a place that people want to live and visit, enhancing community connection to reduce isolation and deprivation.”

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

- Strengthen the role and function of the area’s distinctive Barnes local centre and encourage independent shops and support the neighbourhood centre of Castelnau to ensure day-to-day facilities are accessible, in accordance with Policy 1 Living Locally.
- Enable future pedestrianisation of A3003 in Barnes centre to make the area more permeable and reduce the prominence of traffic. This will present an opportunity to create public realm for dwelling as opposed to the existing, narrow and transient pavements along Barnes High Street.
- Consider opportunities to improve connectivity including wayfinding from the station, the High Street to Barnes Green and to the Riverside and Thames Path route.

Public Realm Improvement Fund:

Proposals for Public Realm Improvement Fund projects

Proposed Improvement (at September 2022 ²²)	Additional Information
<p>Barnes High Street Despite its many advantages as a successful town centre, Barnes has always suffered from problems of congestion and traffic conflict in its High Street. This has been aggravated by the closure of Hammersmith Bridge.</p> <p>Improvements to the public realm and creation of a more welcoming environment for pedestrians – through for example, widening the footway at the narrowest point of the High Street and building a new raised table to cover the junction of Barnes High Street and St Anne’s Road. Resolving congestion on Barnes High Street by eliminating pinch points and removing bottlenecks – e.g. by creating a loading bay for M&S and relocating parking bays along the north side pavement.</p>	<p>The improvements will:</p> <ul style="list-style-type: none"> • Make the focal point of Barnes – the High Street – a more pleasant place to spend time and shop. At peak times the congestion and narrow pavements combine with traffic fumes to make this street, which is at the heart of the community, very unappealing. • Improve the flow of traffic through this key artery between east and west. At peak times traffic caused by the pinch point gridlocks down the Terrace and back into Church Road because buses can’t easily pass. This is a frustration for residents who live in the area and commuters who pass through it. • Support local business owners by making the area more appealing as a shopping destination

Barnes Community Association and Barnes Town Team

Barnes Community Association: Barnes has a Town Centre Manager, [Emma Robinson](#), whose role is to ensure that Barnes has a varied and attractive range of shops to draw locals and visitors to the area. The Town Centre Manager works as part of the Barnes Community Association, a local charity run by its members for the benefit of all who live in Barnes.

Other Related strategies:

- **Conservation Area Appraisals²⁵** – CA 1 Barnes Green, CA 32 Barnes Common (small area)
- **Village Plan SPD¹³** – reinforces the Planning Policy Aims for Barnes Village, including:
 - Improve the vitality and viability of Barnes High Street/Church Road as a shopping and service centre.
 - Ensure local character and historic buildings and features are retained and enhanced particularly the Conservation Areas.
 - Reduce the impact of through traffic and congestion and improve rail and bus services.
 - Improve areas which are less attractive such as service roads, blocks of domestic garages and inappropriate shop fronts.

Regulation 18 Local Plan Consultation responses include the following:

- Pedestrianisation of A3003 in Barnes centre to make the area more permeable and reduce the prominence of traffic – sentiment supported and working with Council Officers to implement a scheme to deliver improvements to Barnes High Street.
- An ambition to see the closure of Barnes High Street on key dates in the Barnes calendar.
- Consider opportunities to improve connectivity including the High Street to Barnes Green and to the Riverside and Thames Path route. Changes to flood defences.
- Improve sense of arrival at Barnes Station.
- Enhance Barnes Riverside – improve pedestrian experience. Open up riverside to accommodate recreational facilities on the river.
- Resurface sections of towpath.
- Support for and opposition to the Barnes green walkway.

A schedule of all comments in full can be viewed on the Council's website^a.

Urban Design Study 2023¹²:

The character area incorporates the high street, Church Road and Barnes Green, within Barnes Green Conservation Area. Barnes Centre is an attractive and well-managed central hub that connects the residential areas of Barnes with the Common and the riverside. It is characterised by its busy feel and the abundance of retail and hospitality services. An important and attractive shopping area, with neat, continuous frontages of small, often independent, shops. Many of the shops and residential buildings have retained traditional details and shop frontages.

Character area strategy: Overall, Barnes Centre has a strong sense of place and is an area of high-quality townscape. The area's character and functionality, however, are negatively impacted by the dominating presence of traffic, especially along the A3003. The strategy is therefore to conserve the built quality, heritage, and overarching character of the local centre, and to enhance its historic functionality through better prioritising pedestrian use and accessibility.

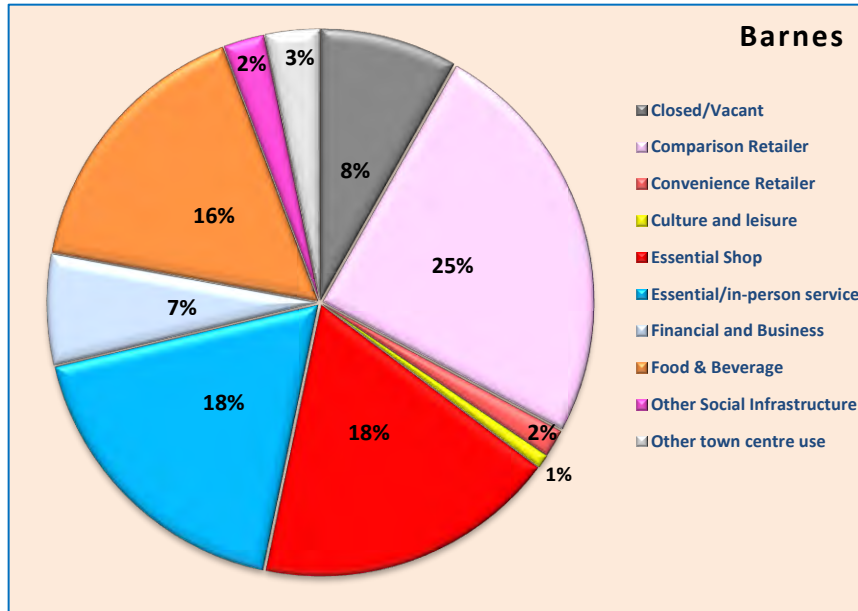
Character area design guidance includes:

- Ensure special attention is paid to the choice of materials and architectural details to reflect the rich townscape of this area. Avoid plain, oversimplified designs.
- As a general rule, buildings along High Street should not exceed 3-4 storeys in height. Any additional height must be stepped back.
- Retain the mixed uses, including restaurants, cafés, and pubs, along High Street and around the Green to maintain a sense of activity and vibrancy.
- Improve and restore historic shop terrace frontages. Retain and promote independent, distinctive shop fronts and uses along the high street.
- Future pedestrianisation of A3003 to make area more permeable and reduce the prominence of traffic. This will present an opportunity to create public realm for dwelling as opposed to the existing, narrow and transient pavements along the High Street.
- Implement more, high-quality street furniture.
- Increase street tree planting and planters to soften the area's character and better connect the High Street to Barnes Green.
- Retain Barnes Green as a focal point with views across it.

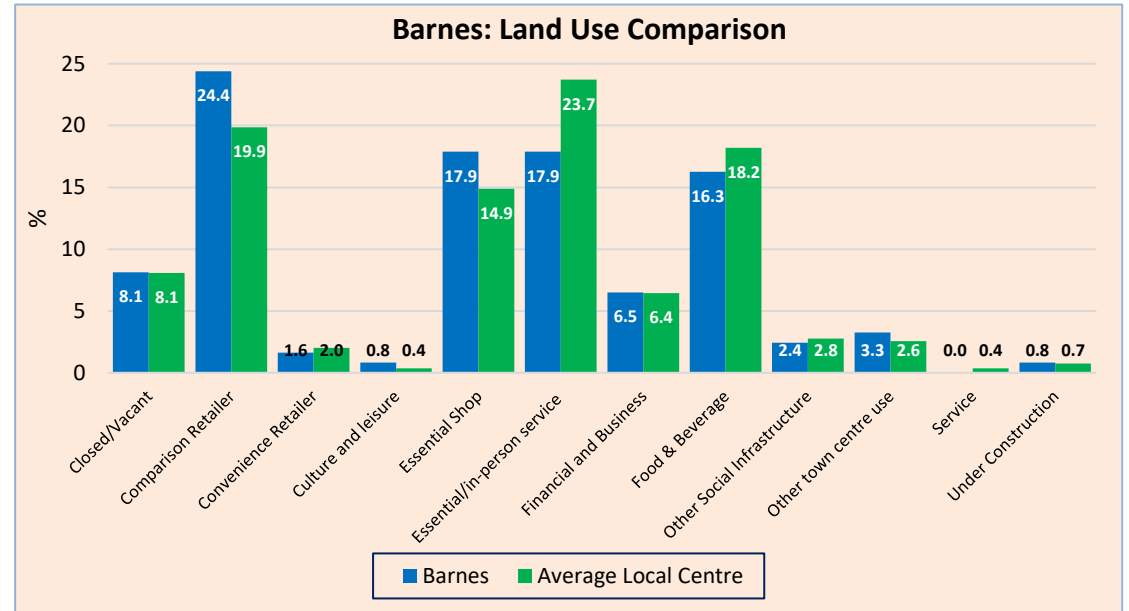
Composition of centre:

Barnes has 123 commercial units, making it easily the largest of the local centres. The figures below use data from the Council's 2022 annual Town Centre Land Use Survey¹⁴ and show numbers of outlets in each sector. Compared to the average local centre in the borough hierarchy, Barnes has a large proportion of comparison retailers, perhaps not surprising bearing in mind its size. It is also over-represented in terms of the proportion of essential shops but under-represented in terms of the number of units providing essential services and in the Food & Beverage sector.

^a Please see the Council's website for a full schedule of responses. <https://cabnet.richmond.gov.uk/documents/s500005028/Appendix%20%20Statement%20of%20Consultation.pdf>



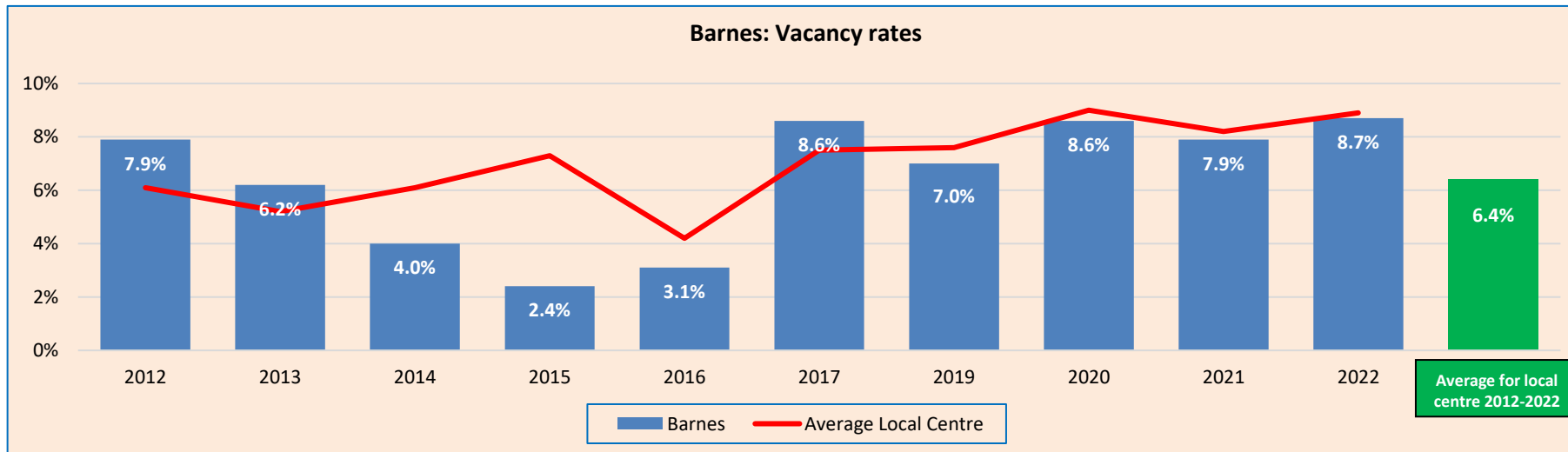
Source: SSA Town Centre Land Use Survey 2022¹⁴



Source: SSA Town Centre Land Use Survey 2022¹⁴

Vacancy rates:

In 2022, Barnes' frontage vacancy rate was 8.7%, consistent with the average for local centres of 8.9%. Vacancy rates have been just below the average rate for local centres in recent years, however, looking further back, vacancy rates have fluctuated in Barnes.



Source: SSA Town Centre Land Use Survey 2022¹⁴

Change in floorspace in Barnes (GOAD¹⁰)

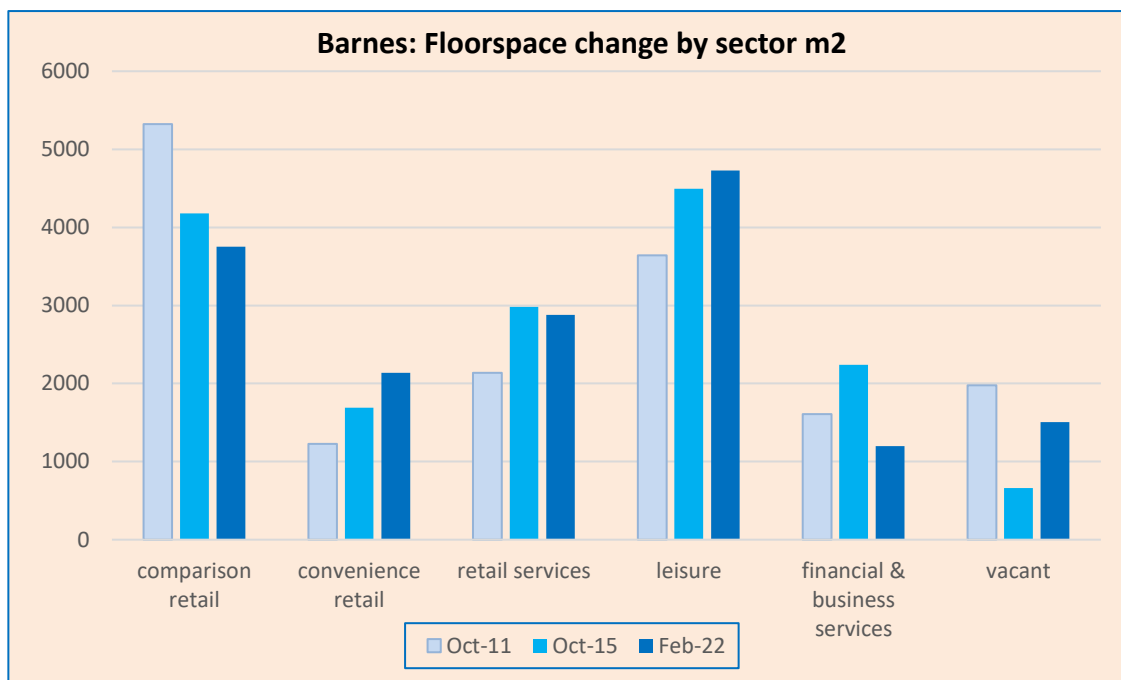
	October 2011					October 2015					February 2022				
	outlets		floorspace			outlets		floorspace			outlets		floorspace		
	number	UK index	amount ft2	UK index	amount converted to m2	number	UK index	amount ft2	UK index	amount converted to m2	number	UK index	amount ft2	UK index	amount converted to m2
comparison retail	44	102	57300	91	5320	40	97	45000	72	4180	38	110	40,400	77	3750
convenience retail	14	136	13200	54	1230	17	155	18,200	69	1690	19	159	23,000	87	2140
retail services	18	104	23000	189	2140	24	130	32,100	244	2980	25	123	31,000	245	2880
leisure	22	78	39200	101	3640	22	76	48,400	118	4500	24	73	50,900	111	4730
financial & business services	16	114	17300	121	1610	20	146	24,100	171	2240	12	106	12,900	112	1200
vacant	15	96	21300	121	1980	5	34	7,100	44	660	11	62	16,200	67	1500
total	129		171300		15910	128		174,900		16250	129		174,800		16240

© Copyright Experian GOAD. Source- Experian Category Report

Notes: Index of 100 = UK average, less than 100 indicates fewer multiples in terms of percentage than the average. Total may not sum due to rounding.

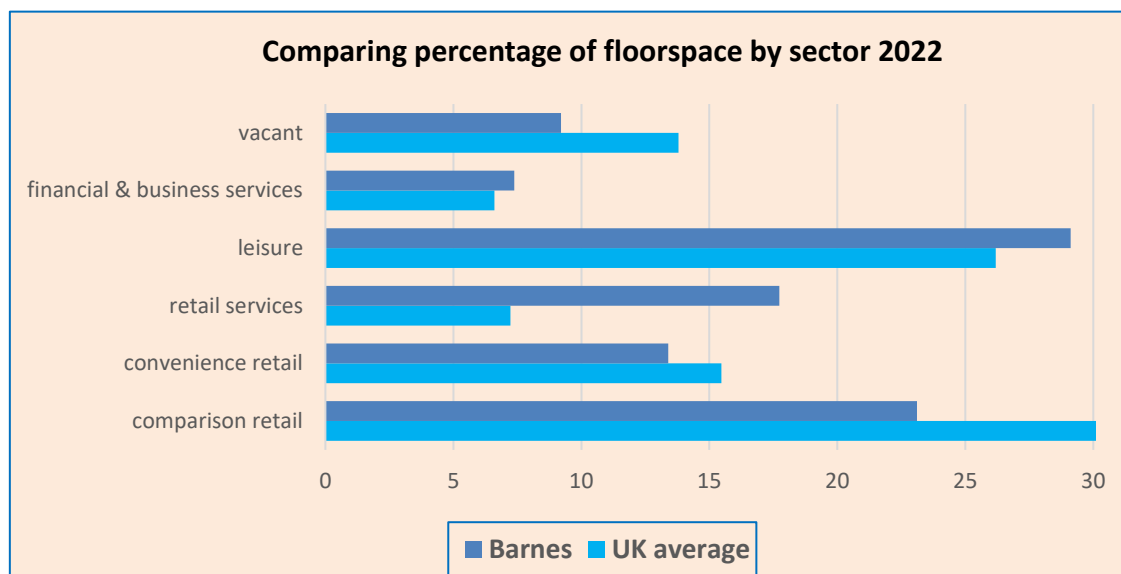
We can also compare GOAD data⁹ for Barnes. It should be noted that GOAD boundaries may not compare exactly to Local Plan centre boundaries. The table above shows change over time and compares Barnes with the UK average in terms of floorspace. Overall, there has been an increase in total floorspace, due to the completion of retail-led developments, notably the Marks & Spencer at Barnes High Street. The amount of comparison floorspace has declined. However, there has been growth in other sectors – convenience retail, leisure and retail services.

Vacancy rates from this source suggest a rate in 2022 which is well below the UK average in terms of either outlets or floorspace. The 2022 rate for outlets is comparable between data sources at about 8.5%.



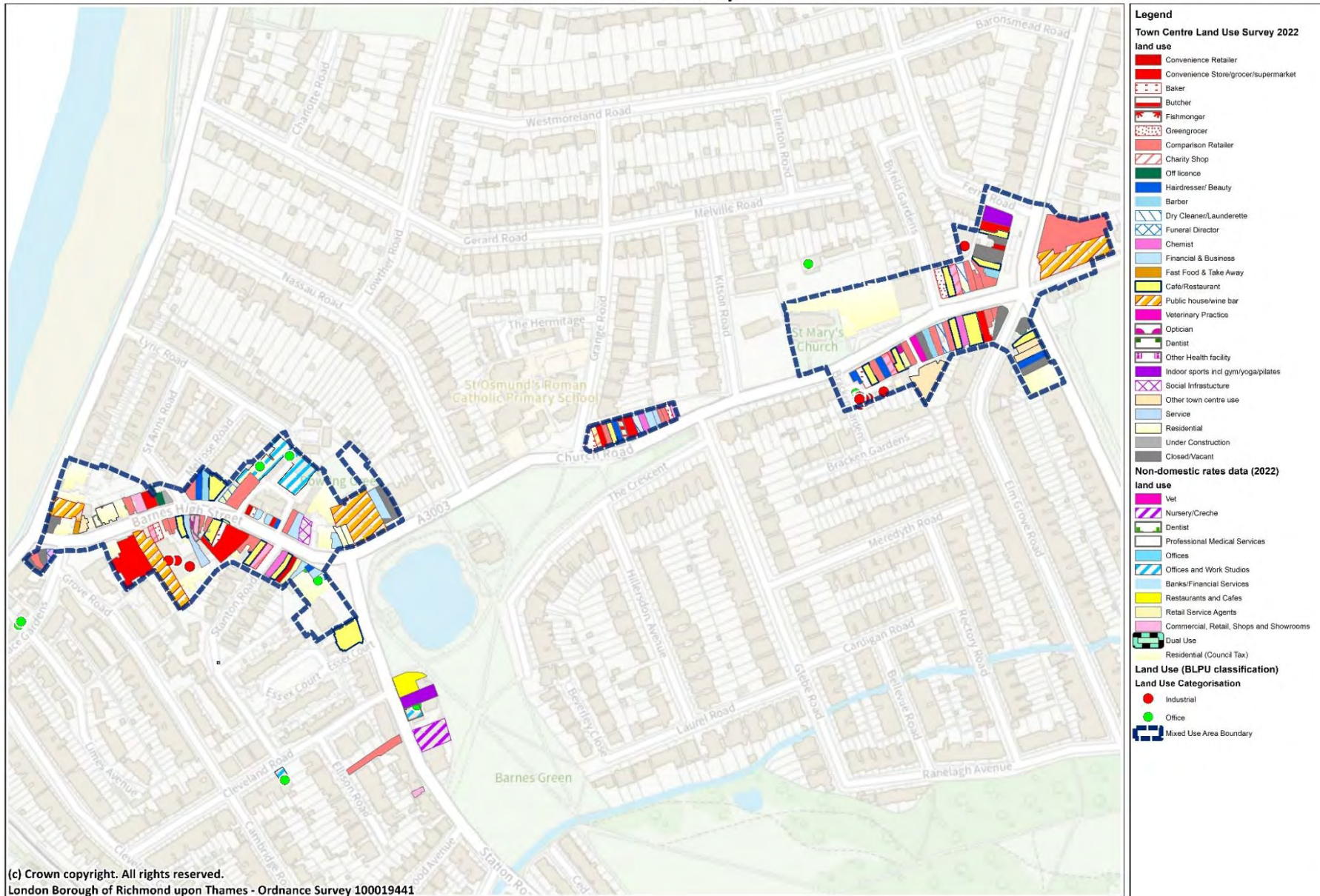
How does Barnes differ from the UK average in 2022? If we look at numbers of units/outlets Barnes is well or over-represented in terms of most sectors except leisure & vacant units. The latter obviously being a positive. If we consider the figures for floorspace, both comparison and convenience shops are under-represented and retail services over-represented. It is likely that shop size is a factor, with Barnes, and indeed most centres in the borough, having smaller shops than the average.

Barnes is well-provided for by independents. According to GOAD, 87% of units were independents in 2022. Conversely there are 17 multiple outlets with a combined total of approximately 2,600 m² of floorspace. This number has reduced significantly since 2015 (30 outlets), primarily due to a decrease in outlets in the financial and business services sector.

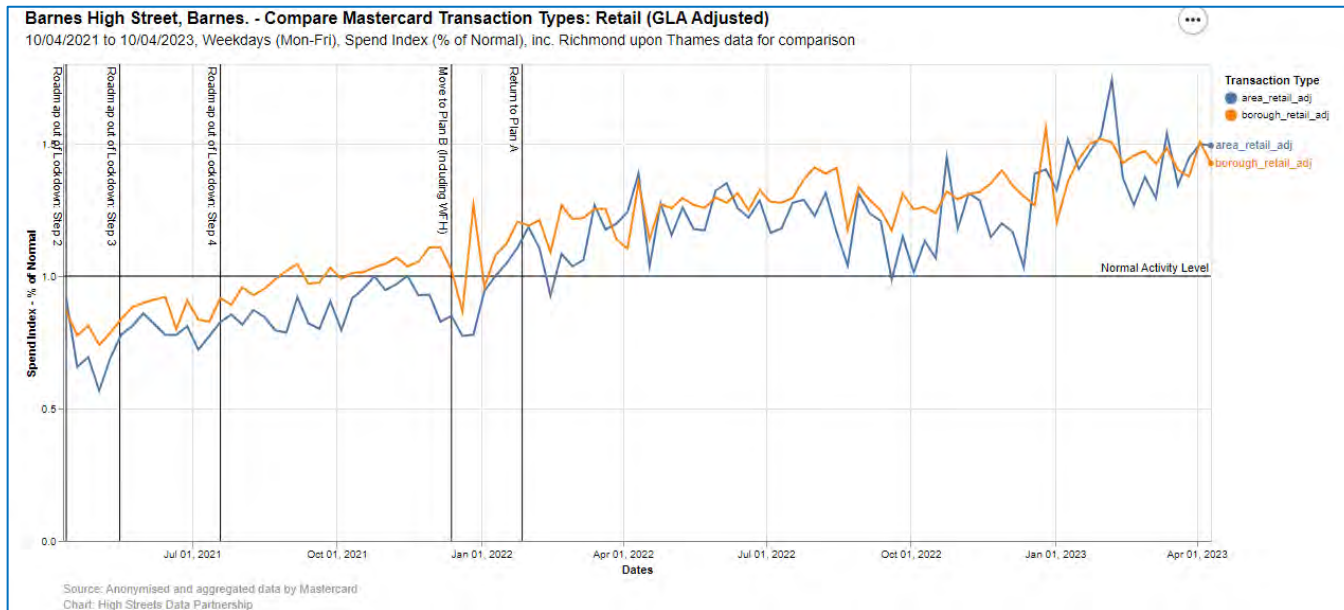


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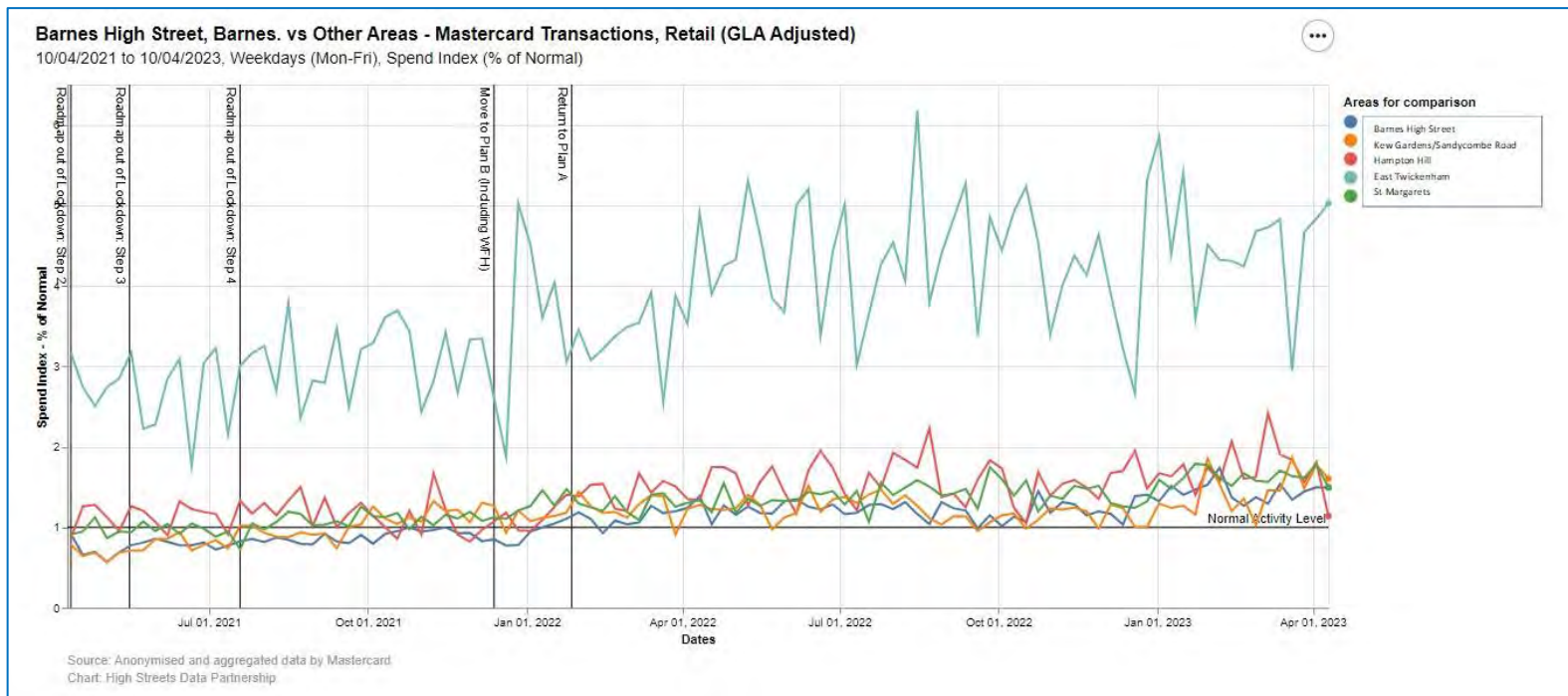
Barnes: Land Use Map



Spending data¹⁵



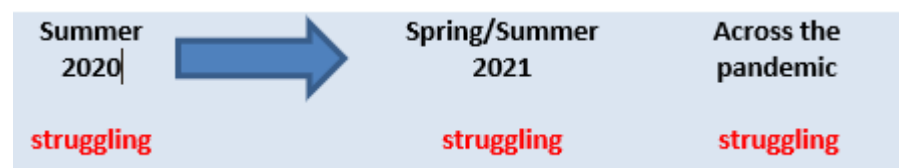
Spending data show that in terms of the Spending Index, levels of retail spend in Barnes High Street (blue line) appear to have recovered to and generally exceed pre-pandemic levels during weekdays. The general trend is an upward one. (GLA adjusted figures – See Appendix in Volume 1 for more detail on this dataset.)



If we compare Barnes High Street with the other local centres where data are available, for the most part like Barnes, the other centres appear to have experienced a similar uplift in spending. East Twickenham is the exception, where the percentage above the norm is higher, between c2.5 and just over 6%.

Resilience to the pandemic⁶

Barnes High Street is one of only four centres of the 17 covered by the High Streets Data Service in the borough, which was classified as 'struggling' in 2020 and 2021, based on spend data (see below).



Source: High Streets Data Service.⁶

Customer views/Experience

Barnes Community Association & Town Team

Summary of May 2013 Survey on shopping habits of residents by Town Team^b:

Shopping habits:

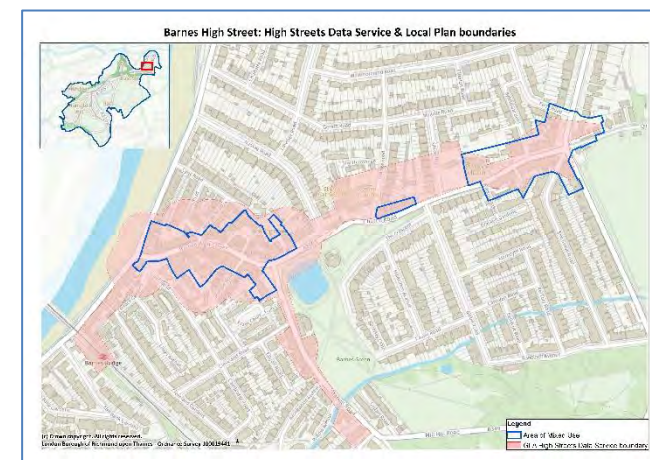
- 67 per cent said that supporting local shops is important to them
- Most residents do a big food shop online or in a supermarket and pick up extras locally

What we love

- The fantastic food shops and eateries
- Great customer service
- Good range of shops, including practical everyday shops
- Excellent customer service
- Independent shops
- Great sports facilities and pleasant local environment
- Community feel of shopping locally

What stops us shopping locally:

- Price – perception that many local shops are expensive
- Convenience – shops not all open early/ late enough. Difficult to compete with convenience of on-line shopping
- Parking difficulties
- Environment – need more bins for dog mess and places to lock cycles
- North Barnes – there are specific issues for North Barnes, including lack of affordable everyday shops, Tesco being open 24 hours, unattractive shop frontage and too much traffic
- Too many estate agents and charity shops
- Nothing on offer for older children and teenagers
- Nothing for young children on the High Streets



^b <https://www.barnesvillage.com/images/Downloads/Love%20Barnes%20Full%20Research%20Findings.pdf>

The Barnes Town Team held a community event on October 2013 - The Big Barnes Ponder. Details can be found on the Barnes Community Association website^c.

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

- Congestion is an issue on the High St. Too much traffic makes shopping an unenjoyable experience.
- High St needs to remain accessible for parking for shoppers but need to limit through traffic.
- Need to encourage more sustainable modes of transport for High St shoppers, to discourage car congestion.
- Need to support local shops, very dynamic in Barnes with constant changes of offer.
- Shops and restaurants in Barnes need ramps and better disability access to allow for disabled shoppers.
- Expensive local shops for everyday goods.

Urban Design Study 2023¹²:

Valued features identified for Barnes Centre character area include:

- Presence of independent shops brings variety and interest to the high street.
- The variety of interesting, independent shops enhance the authenticity of the townscape and frontages offer visual interest.

Negative qualities include:

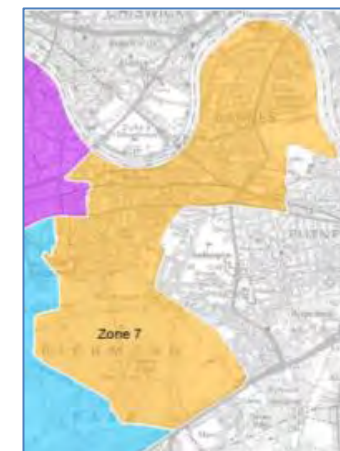
- The physical prominence of the A3003 acts to sever buildings either side of Church Road and Barnes High Street. This makes the area less permeable for pedestrians and shoppers and separates Barnes Green. It does, however, ensure a fair level of connectivity to the area via numerous bus routes.
- Lack of strategy overseeing use of sites has led to the over-concentration of certain uses (such as estate agents) and the loss of retail opportunities that might better serve the area's High Street function.
- The aesthetic of shop frontages is not always consistent in style or standard. The cohesiveness of building typologies deteriorates somewhat, with the loss of some of the original boundary features along the southern edge of Church Road.

Capacity:

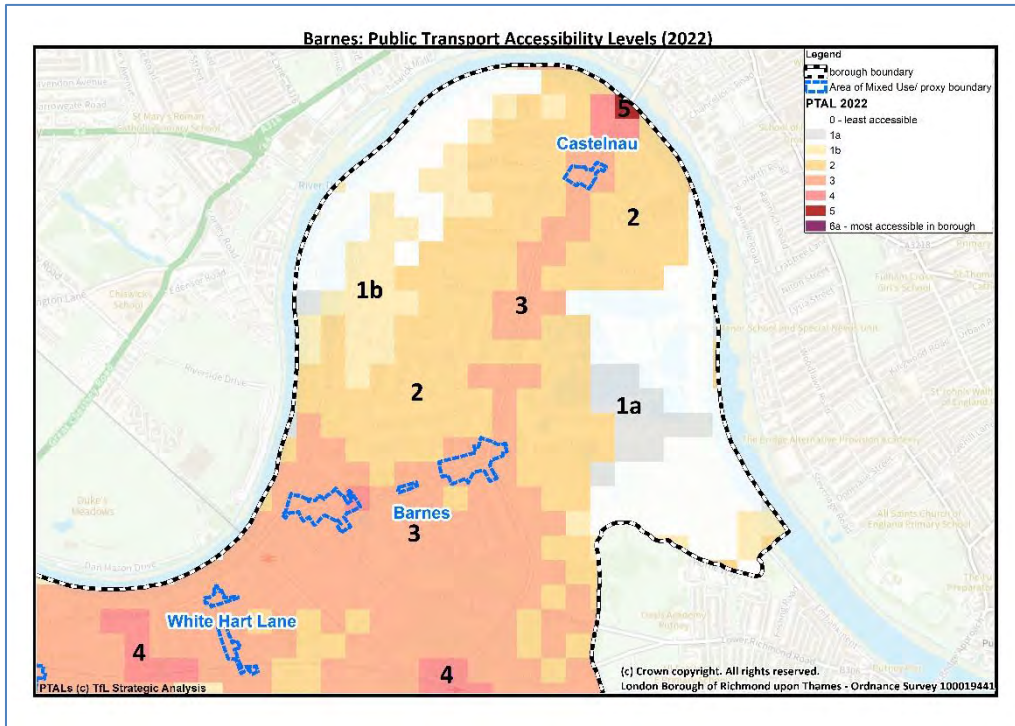
The Richmond upon Thames Retail and Leisure Study Phase 2 2023² has forecast need for retail and leisure floorspace over the plan period as follows:

Zone 7	Requirement in m2 (gross) – rounded				
East Sheen/ Barnes		Convenience	Comparison	Food/ Beverage	Total
	By 2034	50	150	1100	1300
	By 2039	0	100	1250	1350

There is some modest requirement in Zone 7 (please note this also includes East Sheen town centre). The vast majority is for the Food & Beverage Sector.



^c <https://www.barnesvillage.com/barnesponder.html>



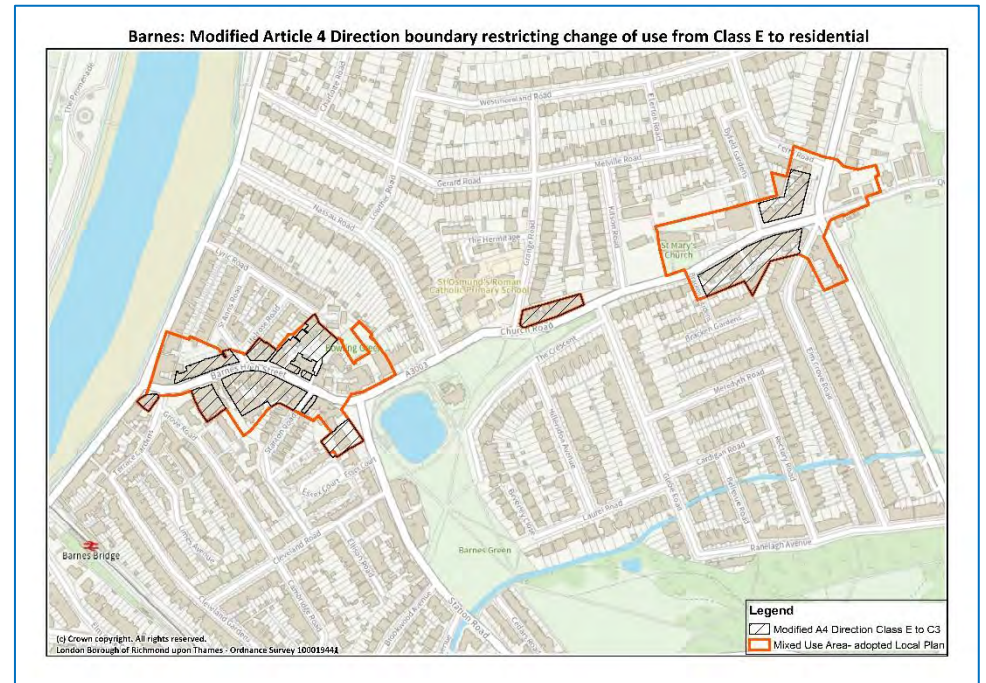
Accessibility⁸

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.

Residential communities living to the north are located in an area with a PTAL rating of 2 which is considered poor public transport accessibility.

Barnes has wide coverage with an [Article 4 Direction⁵](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and coming into force on 29 July 2022. This level of coverage reflects the need to protect Barnes' important role & function as the borough's largest local centre with a varied role including some comparison shopping and an extensive cultural (including a cinema) and food & drink offer. There are various Site Allocations within the centre which are included in the following map. Full text of the Area Strategy for Richmond and the Site Allocations form part of the Regulation 19 Local Plan and can be viewed on the Council's website.

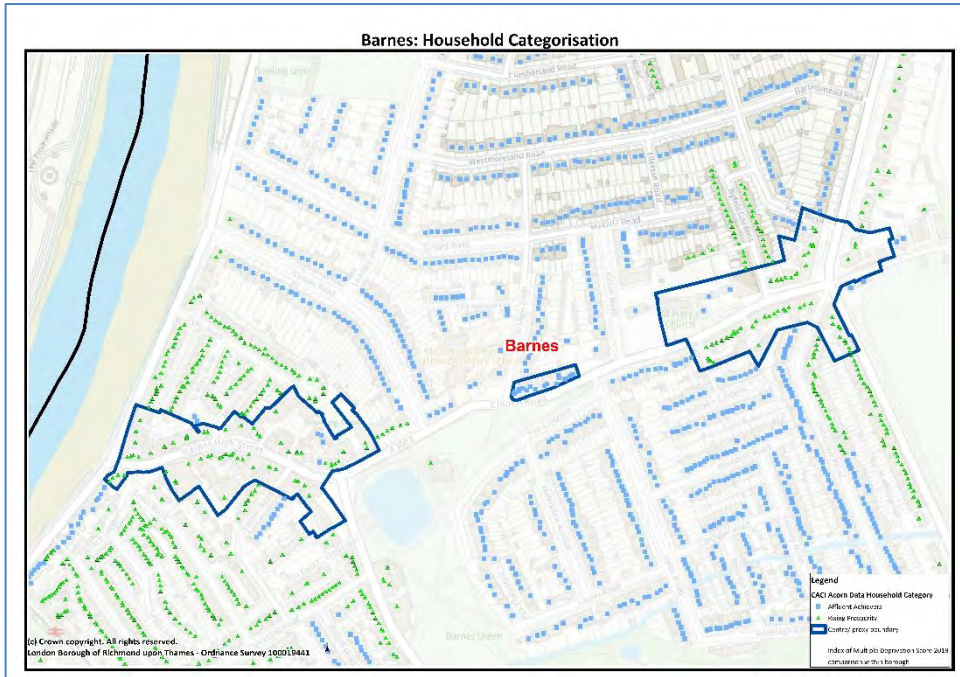
Article 4 Direction Class E (combined business class) to residential⁵: yes



Contribution to meeting need:

Provision of facilities

Essential shops/PO:	Essential services	Community facilities:	Environment & Heritage:	Employment:
Post Office Church Rd/ Rocks Lane section	Hairstresser/ Barber	Sports & Leisure facilities:	Conservation Area	KOA/KBA: Prospect Studios
Baker	Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	Playspace/recreation ground/LGS	Listed Building	St Marys Church , Sun Inn and others
Butcher	Health facilities/vet:	Gym/fitness	BTM	several
Newsagent	GP/health centre	Yoga/Pilates (separate from gym)	Registered Park & Garden	ILBP:
Fishmonger	Dentist/orthodontist	Cultural offer:	other	Serviced office:
Greengrocer	chiroprapist	Theatre	Open space designation:	
Off licence	Physiotherapist/osteopath	Cinema	MOL	Several parcels including Barnes Green, Barnes Common. Barn Elms playing fields
Chemist	Vet	Music venue/night club	OOLTI	St Marys Church
Dispensing?				
supermarket/ general store etc	Food & Beverage offer:	Hotel/guesthouse	POS	Several parcels including Barnes Green, Barnes Common. Barn Elms playing fields
Provision: M&S Foodhall, Sainsburys Local, independents	Pub/wine bar	Other e.g. Job centre, police shop		
	restaurant/café/ice cream shop/craft cafe	Education:		
	take away	School / pre-school	In vicinity – St Osmunds RC	
	Other:	Day nursery	Barnes Village, The Ark..	
	Launderette/Dry Cleaner	Tutor/education centre		
	Bank/building society	Community Centre	Kitson Hall	
		Library	Nearby on Castelnau, but not within centre	
	Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Museum/Gallery	/ shop	
		Proximity to major attraction:	Barn Elms London WWT	
Serving: relatively disadvantaged area partly – North Barnes				
low public transport accessibility partly – area to north in PTAL 2.				
community more than 400 metres from provision Yes				
Asset of Community Value – none				



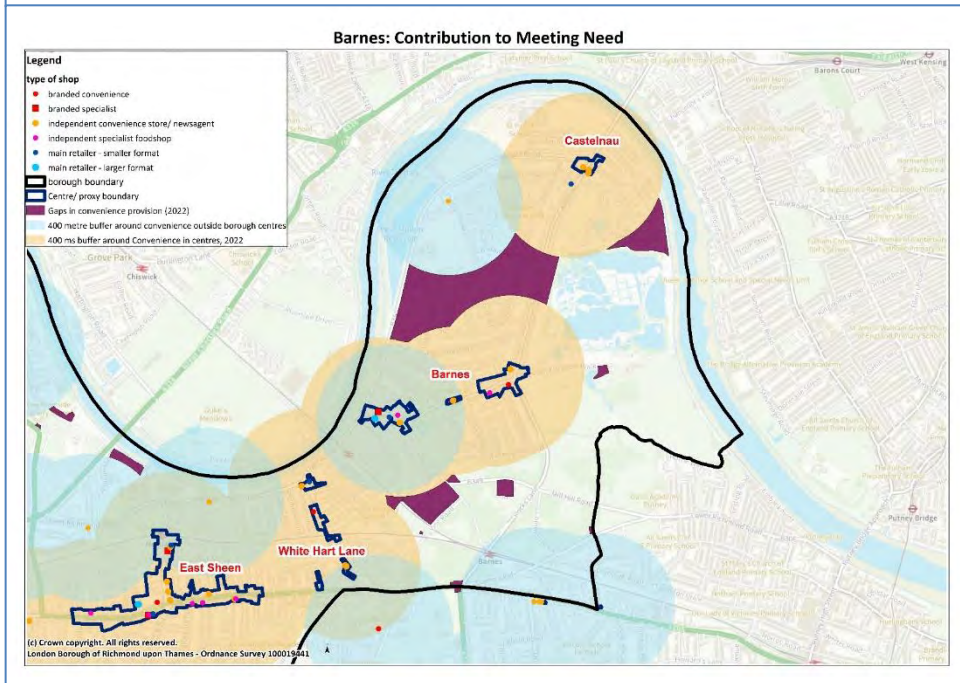
Household categorisation:

CACI Acorn Household Category

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

CACI¹⁹ have produced a dataset which categorises households into different typologies. Using Census and other data CACI split postcodes into 6 main categories (further sub-divided) to assist in understanding the types of people living in each area¹⁹.

Barnes is not serving a community which is relatively deprived within its immediate catchment. However, it is the largest nearby centre in the borough serving communities to the north which are considered 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.

The role of this centre is clear in providing for residential areas to the north in particular which are more than reasonable walking distance from convenience facilities identified in purple on the map opposite.

Also of note is that there is one isolated, independent shop on Verdun Road Barnes which serves nearby communities otherwise without nearby facilities. Should it close, it would significantly increase the area identified as a gap in provision.

Elsewhere Barnes serves areas to the south which are not well-provided for. Other residential areas in this area are not included as a gap in provision as they are served by shops just over the borough boundary including a parade of shops on the Upper Richmond Road towards Putney.

Source: SSA GIS mapping

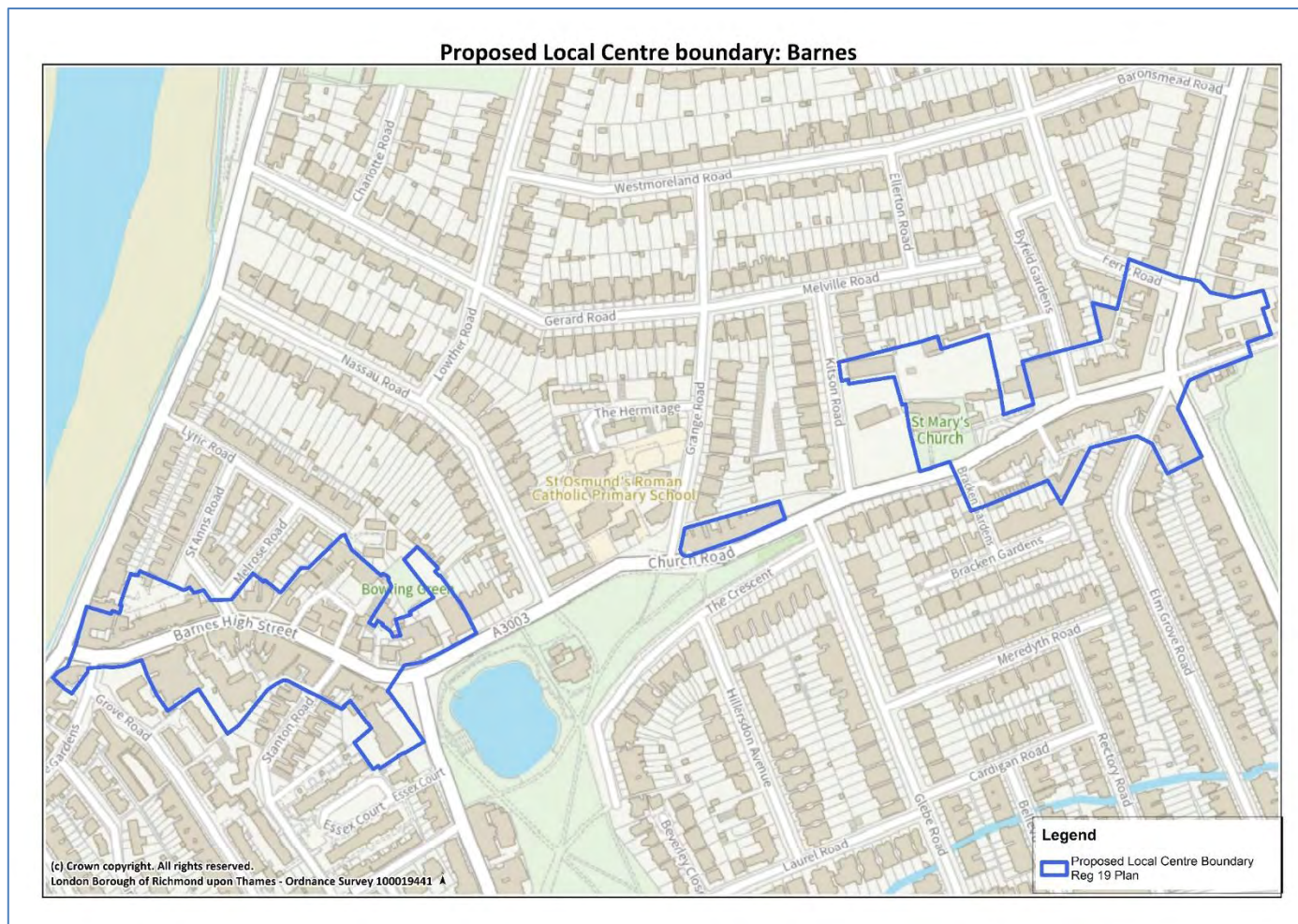
Summary

Barnes is the largest of the borough's local centres (123 commercial/community outlets and 16,000 m² of floorspace¹⁰) with both a convenience and comparison shopping role and a developed cultural and leisure offer which includes a cinema. Both Marks & Spencer Food & J Sainsbury are represented in the centre. They are the only major retailers present. There are 17 multiple outlets in the centre.

According to the 2022 GOAD¹⁰ category report Barnes has provision greater than the UK average in terms of the number of convenience, comparison and retail service outlets. If we consider the figures for floorspace, both comparison and convenience shops are under-represented and retail services over-represented. It is likely that shop size is a factor, with Barnes, and indeed most centres in the borough, having smaller shops than the average.

The emerging Local Plan states that future development should "strengthen the role and function of the area's distinctive Barnes local centre" Barnes has a vacancy rate of 8.7% very similar to the average for this type of centre.

All three parts of the centre have a role in serving the population to the north which is both more than 400 metres from convenience provision and further to the north there is an area which is relatively disadvantaged⁹ which Barnes may have a limited role in serving. Part of this area also has poor public transport accessibility⁸ due its location in the bend of the River Thames.



Source: SSA GIS mapping

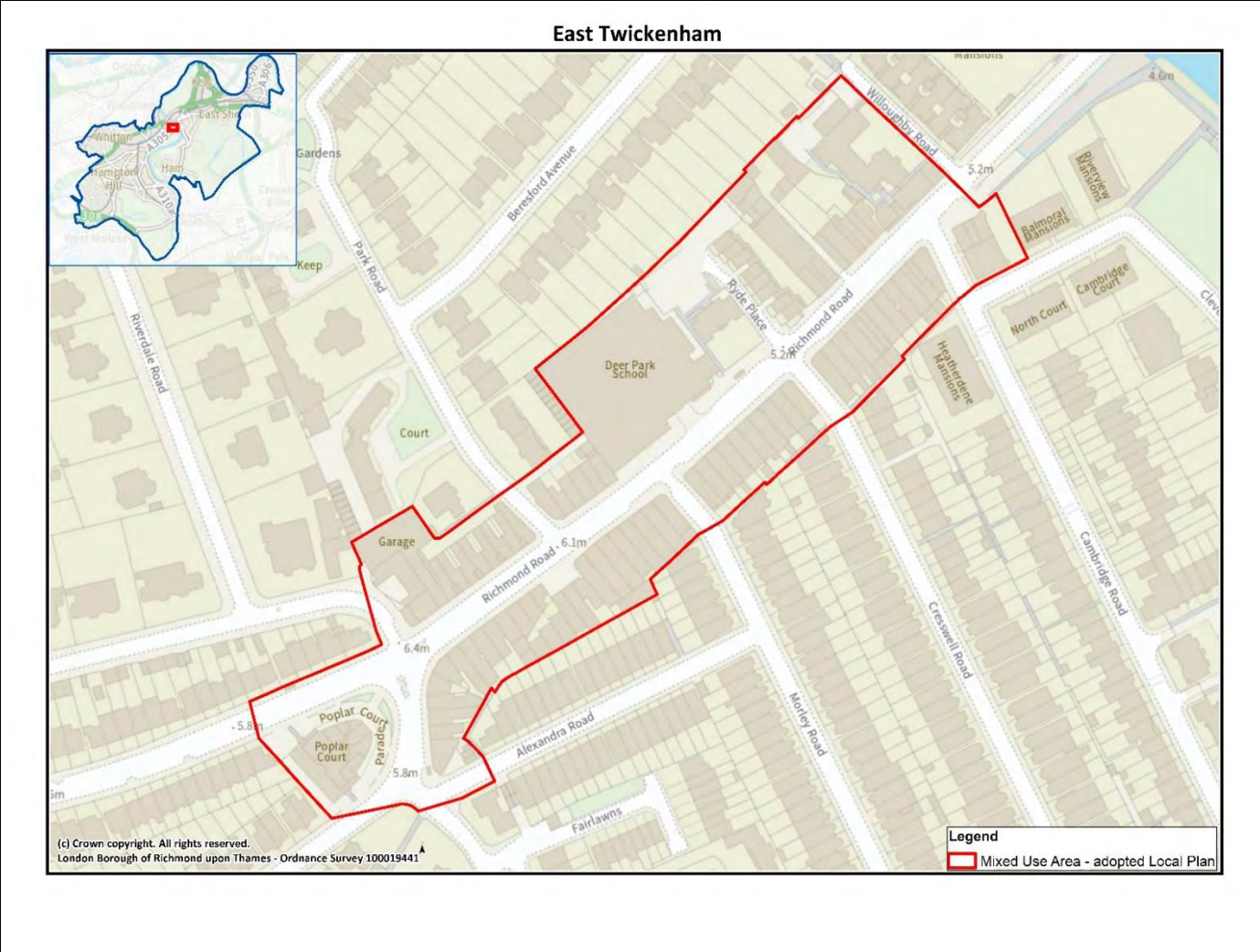
Barnes has a very good range of convenience and comparison shopping, places to eat and spend leisure time as well as employment opportunities. It is of scale, role and function which warrants designation as one of the borough's local centres. Barnes has an affluent nearby community but also has a role to play in meeting local needs.

Recommendations:

Hierarchy: No change

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

2.2 East Twickenham



Lidl on Richmond Road



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Overview: East Twickenham is one of the largest local centres with approximately 80 units. It is separated from the principal town centre in the borough, Richmond, by the River Thames, albeit c. 250 metres away across Richmond Bridge. The centre is covered by Conservation Area status, primarily CA 66 (Richmond Road, East Twickenham). Richmond Road (A305) is a strategic road linking the two largest town centres in the borough and can often be congested. A Lidl superstore opened in the centre in February 2021, significantly improving its convenience offer. The emerging Local Plan seeks to ensure that the centre continues to thrive.

East Twickenham serves a small area to the southeast which is identified as having a gap in provision. Both this centre and nearby St Margarets serve a population in a bend of the River Thames, albeit that Richmond town centre, with significant convenience and comparison shopping is nearby.

The centre is primarily in PTAL 4 rising to 6a closer to Richmond Bridge and the major centre of Richmond itself and therefore has good public transport accessibility⁸.

Policy & designations:

Adopted plan¹: East Twickenham is classified as a local centre in the adopted Local Plan centre hierarchy and is defined by an Area of Mixed Use (AMU) boundary.

The centre both key (KSF) and secondary shopping frontage (SSF) designations.

KSF at Nos. 344-380 (even) Richmond Road. SSF at Nos. 359-387 (odd), Nos. 417-447 (odd) not including No 439, Nos. 332-342 (even), and Nos. 382-428 (even), Richmond Road.

Key Office Area (KOA): 417-435 Richmond Road, East Twickenham.

Site Allocation (SA) 18: Ryde House, East Twickenham.

Regulation 18 Local Plan: as adopted Plan. KOA renamed KBA. SA 18 Ryde House has now been implemented and the Site Allocation deleted. (Planning ref. 16/2777/FUL).

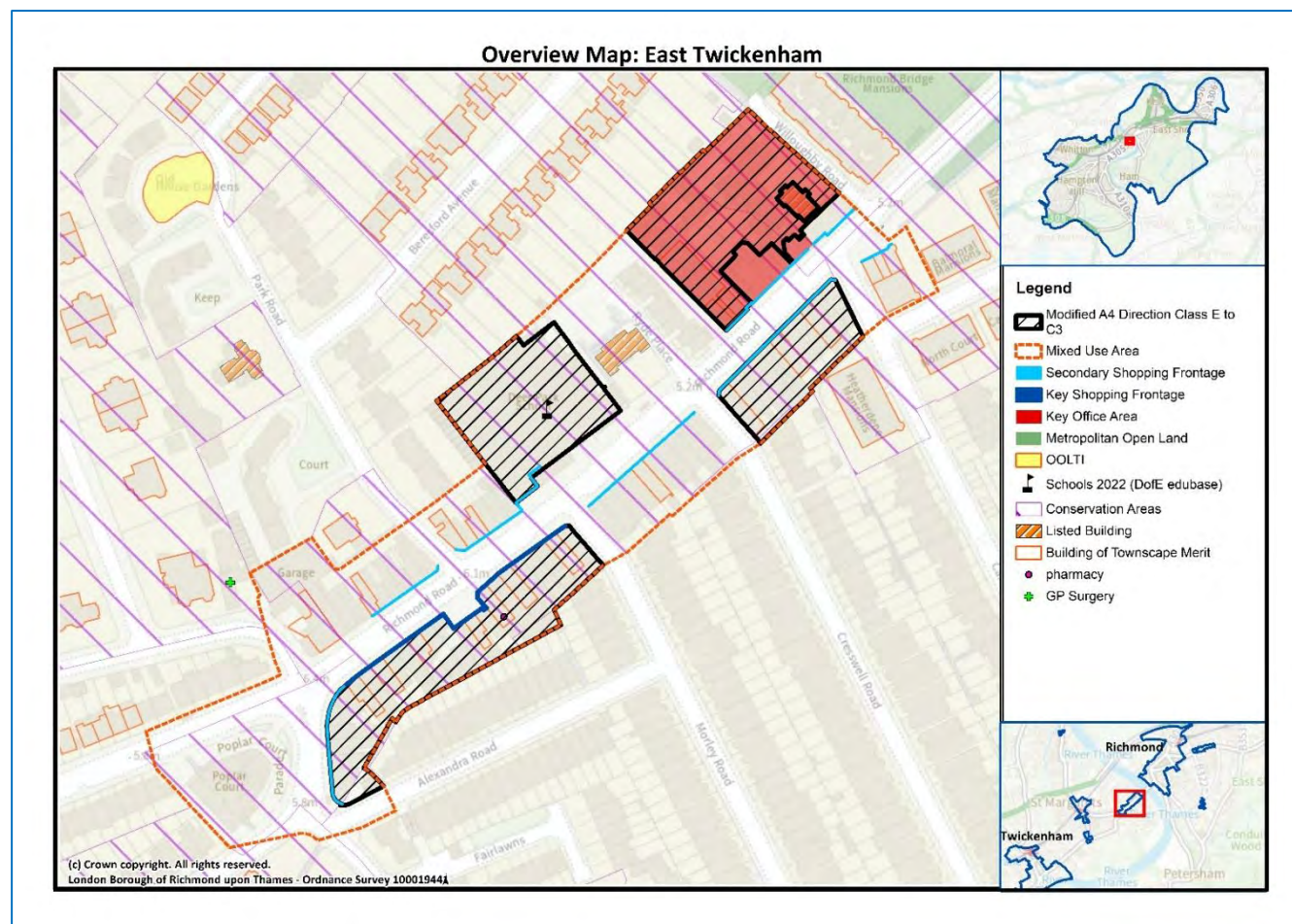
Publication Plan (Regulation 19)³: Local Centre Boundary

Area Strategies:

Publication Plan – Strategy – “For East Twickenham Residential (C5) the strategy is to conserve the existing character and enhance public realm and frontages along local parades.”
The Vision – “The vision for St Margarets and East Twickenham is to maintain the attractive residential character and to ensure that the shopping centres continue to thrive..”

Related strategies:

- **Conservation Area Appraisals²⁵** – primarily CA 66 Richmond Road.



- [Village Plan SPD¹³](#) – reinforces the Planning Policy Aims for East Twickenham, including:
 - Protect and enhance the local shopping parades on Richmond Road.
 - Ensure local character and historic buildings and features are retained and enhanced particularly in the conservation areas.

Public Realm Improvement Fund:

Progress of projects funded by Public Realm Improvement Fund

Improvement as at September 2022 ²²	Progress
Funding to enhance public realm scheme due to start in 2023 following public consultation, including more greening, artwork, City Tree and side road carriageway and footway maintenance. Enhancement of the slipway to connect cycle facilities either side of Richmond Bridge. ²²	This scheme, which includes improvements for cyclists and enhancements to the local carriageways, particularly to the section south of Richmond Road, has plans for a city tree (a biotech fine dust filter for urban spaces which reduces pollution and improves air quality) and the activation of a blank flank wall through some vibrant art. The Council has worked with the local Business Association in helping them develop a proposal inviting local artists to pitch their ideas on how best to animate a side wall just off (and in full view from) the high street. Estimated completion end of December 2022 – subject to granite materials arriving in August, works will start in Autumn 2022.
Update Feb 2023²³	In East Twickenham, the traffic engineering scheme is underway and the additional PRIF elements, including a wall mural/art, street trees/planting, seating, signing/wayfinding improvements and planters, will be taken forward once this is complete.

Regulation 18 Local Plan Consultation responses included the following²⁴:

- Support for public realm improvements taking place.

A schedule of all comments in full can be viewed on the Council's website.

[Urban Design Study 2023¹²](#): Please see the full document on the Council's website.

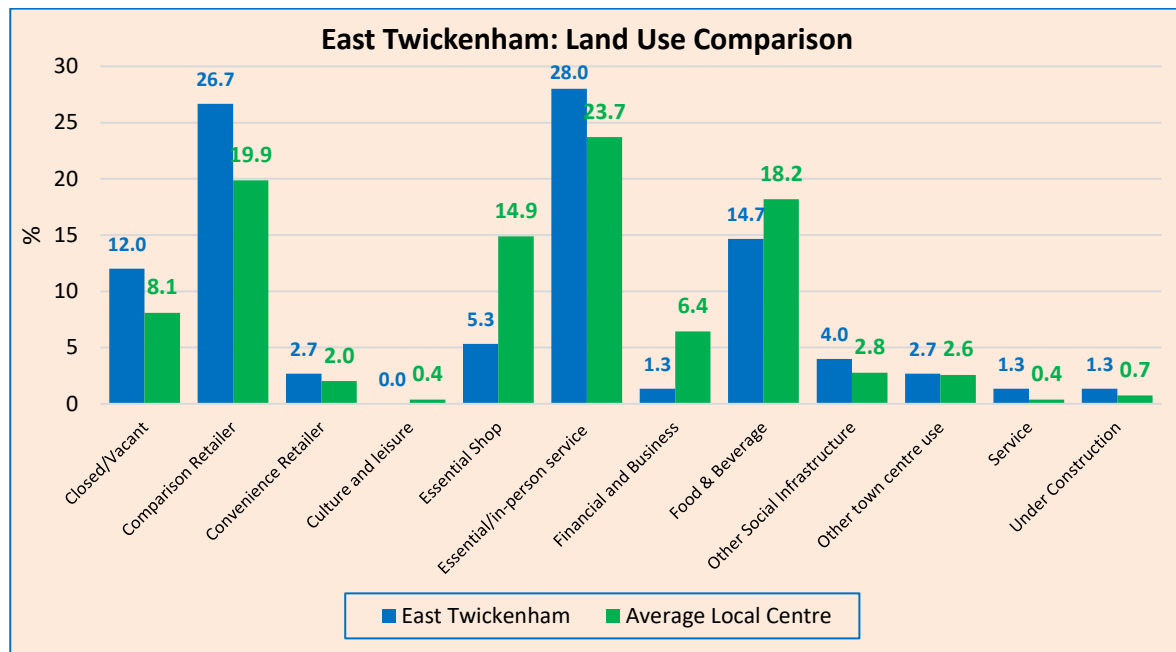
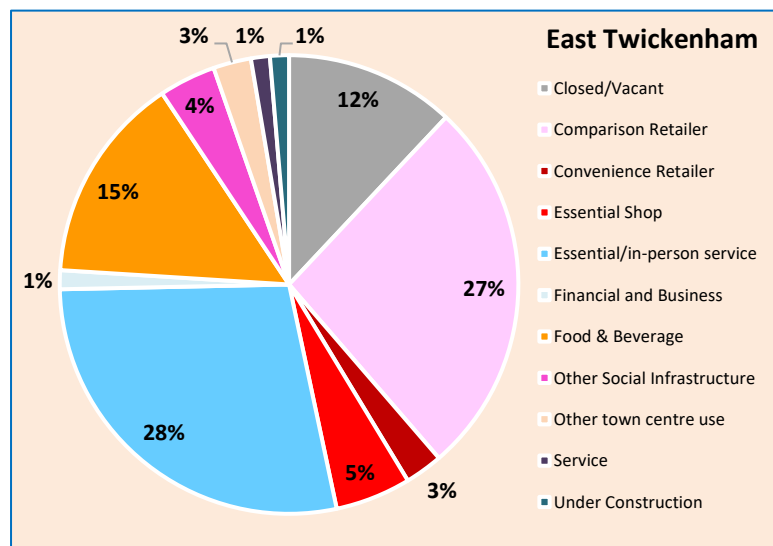
- East Twickenham local centre is an Edwardian parade with distinctive character on Richmond Road. Intact traditional historic shop front terraces are in good condition, creating positive frontages to the street. Building heights are typically 2.5-3 storeys.
- Noise pollution in Richmond is generally concentrated along the main transport routes and therefore relatively spatially confined to a corridor through the borough's centre. Within this corridor, noise levels are highest along the A316 and where transport links converge in the town centres of Twickenham and East Twickenham.
- East Twickenham local centre is located within the East Twickenham Residential character area. Strategy for: The leafy streets, connection to the Thames, historic fabric and general consistency of townscape, give East Twickenham Residential a sense of place. Therefore the strategy is to conserve the existing character and enhance public realm and frontages along local parades. New development is well-planned and incorporates characteristic elements, protecting valued features and improving negative qualities.

Character area strategy: The leafy streets, connection to the Thames, historic fabric and general consistency of townscape, give East Twickenham Residential a sense of place. Therefore the strategy is to conserve the existing character and enhance public realm and frontages along local parades. New development is well-planned and incorporates characteristic elements, protecting valued features and improving negative qualities.

- Design guidance - Retain the historic fabric and architectural detailing along Richmond Road. Encourage reinstatement of traditional shop fronts and improve frontages to achieve consistency in appearance. Enhance public realm.

Composition of centre

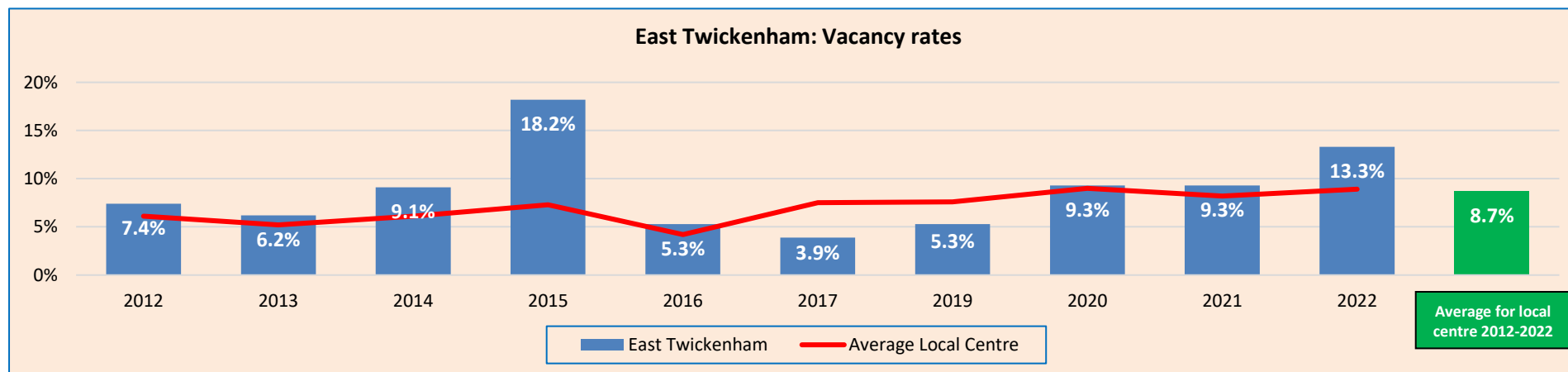
East Twickenham local centre has 75 units recorded in the Council's 2022 Town Centre Land Use Survey¹⁴. Compared to the average local centre East Twickenham has fewer shops categorised as essential, but a larger proportion of comparison retailers (including 4 charity shops) and essential/in-person services (including 9 hairdressers/beauty salons). East Twickenham's food shopping provision has been significantly improved by opening of the Lidl supermarket which provides an opportunity for essential top-up shopping and more. It has a good number of cafes (9). Close by, Richmond has a very good Food & Beverage offer and evening economy.



Vacancy rates

Source: LBRuT Town Centre Land Use Survey 2022¹⁴

In 2022 East Twickenham’s all frontage vacancy rate was 13.3% (10 units), an increase from 2021 (9.3%, 7 units). However, the graph below shows vacancy rates have fluctuated considerably in the past and were as high as 18.2% in 2015 and as low as 3.9% in 2017. Close monitoring will be required.

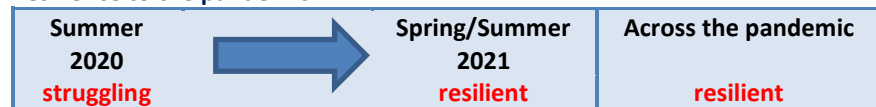


Source: LBRuT Town Centre Land Use Survey 2022¹⁴

East Twickenham: Land Use Map



Resilience to the pandemic⁶

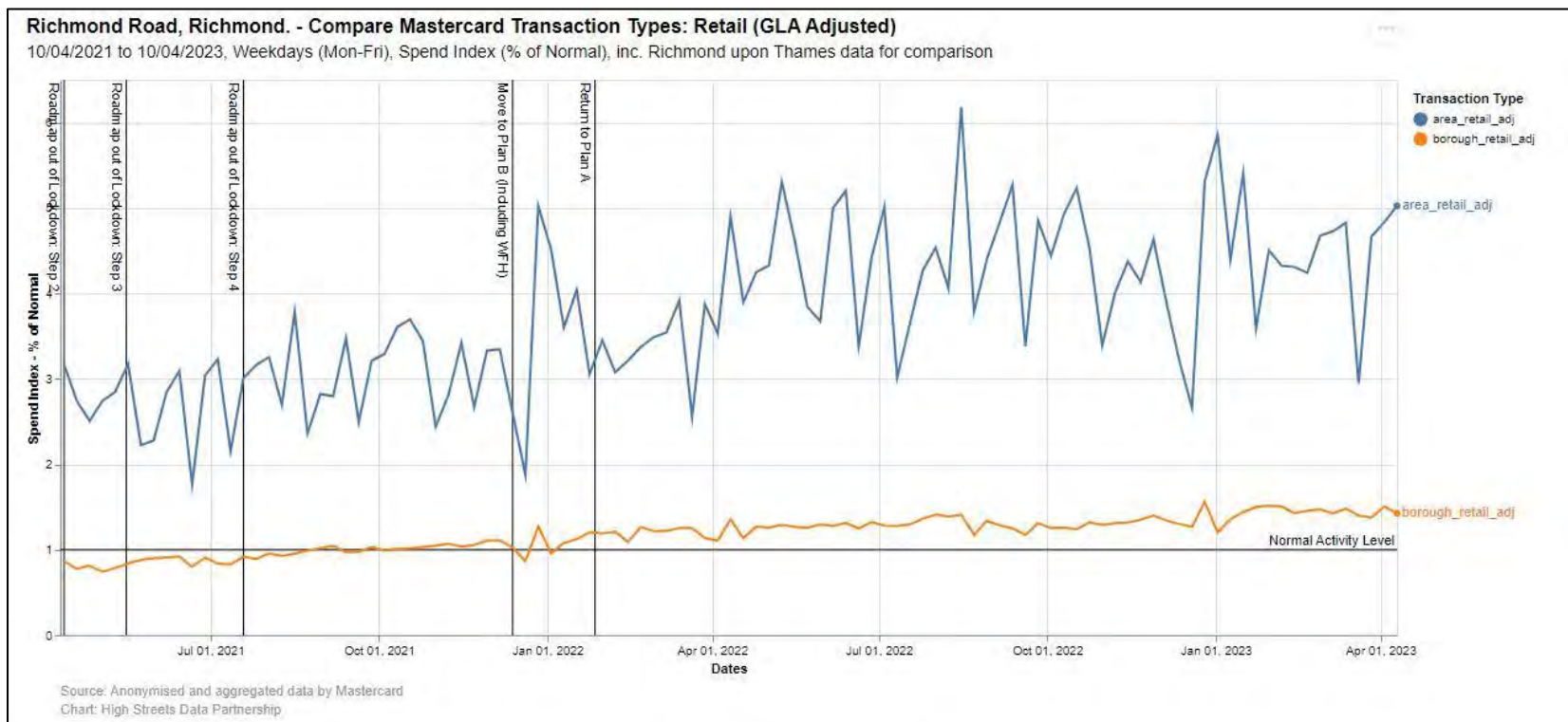
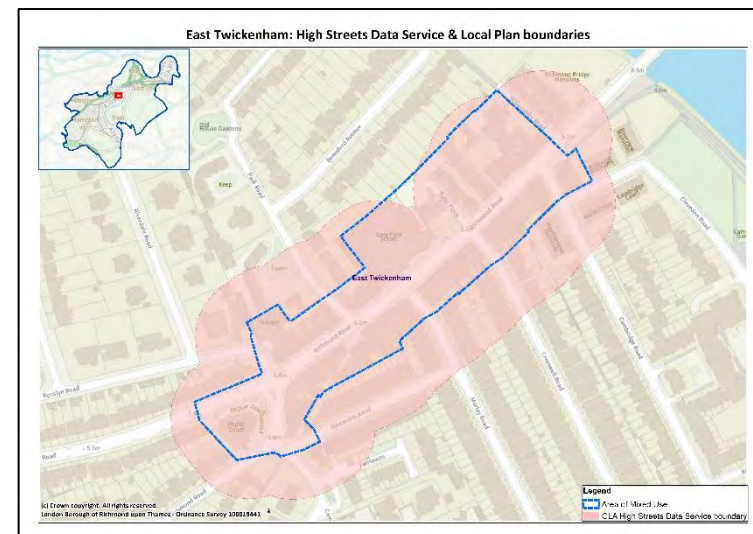


Source: High Streets Data Service⁶.

Following the easing of the first lockdown in summer 2020, 15 of the borough’s 17 high streets were classified as **struggling** meaning these high streets struggled to reach pre-pandemic spending levels. This was the case for 55% of high streets across London. Strawberry Hill, Stanley Road in Fulwell and **East Twickenham** jumped from **struggling** to **resilient** by Spring Summer 2021 according to the GLA’s classification based on spending patterns.

Changes in spending in East Twickenham¹⁵

Spending data show that in terms of the Spending Index, levels of spend in this centre appears to have recovered well from post-pandemic. Spend levels were noticeably higher than the previous year and also much higher than the average for the 17 borough high streets included in the dataset – for both weekdays as illustrated in the Figure below and at weekends. Data comparing this to other local centres tells the same story. (GLA adjusted figures – See Appendix 1 in Volume 1 for detail.)



Customer views/experience:

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

- Town centre managers help business and look strategically at an area, need for this in East Twickenham although growth officers are being employed.
- Should be able to demonstrate unmet need for a particular shop and fill empty shops accordingly.
- Council should have more influence over licenses and planning of new retail outlets
- East Twickenham Lidl and school increased footfall but impacting on local small shops.
- Council needs to develop more community initiatives to support retailers – easier to run events with less red tape.
- Lidl has been a good addition to East Twickenham, bump into people and created more of a community feel. Need for more benches and meeting space to sit and chat in East Twickenham.
- Space at the base of Richmond Bridge in east Twickenham could be used for market stalls rather than parking, make that area more attractive by the cafes on Richmond Rd. Also improve cycling path there.

Urban Design Study 2023¹²:

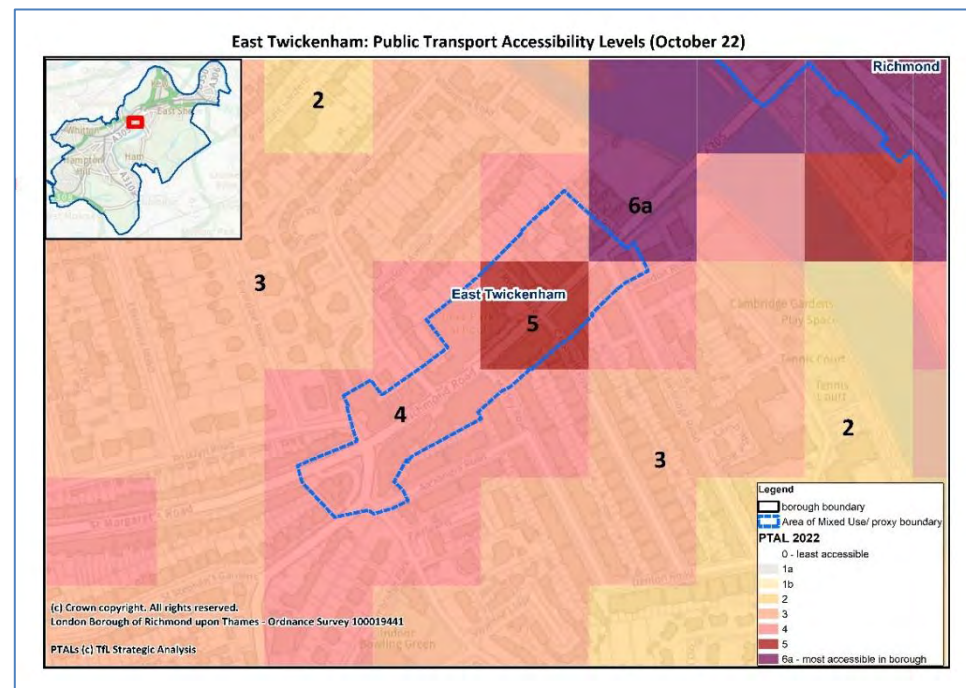
Valued features: The distinctive high street character and ground floor commercial uses in the local centre. Local parades of shops add interest, vitality and provide local and independent services.

Negative qualities: Quality of shop frontages diminishes away from Richmond Bridge.

Accessibility: (source GLA: PTALs)

East Twickenham and its immediate catchment have very good public transport accessibility as shown by the map opposite.

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



Source PTALs © TfL Strategic Analysis

East Twickenham: Modified Article 4 Direction boundary restricting change of use from Class E to residential

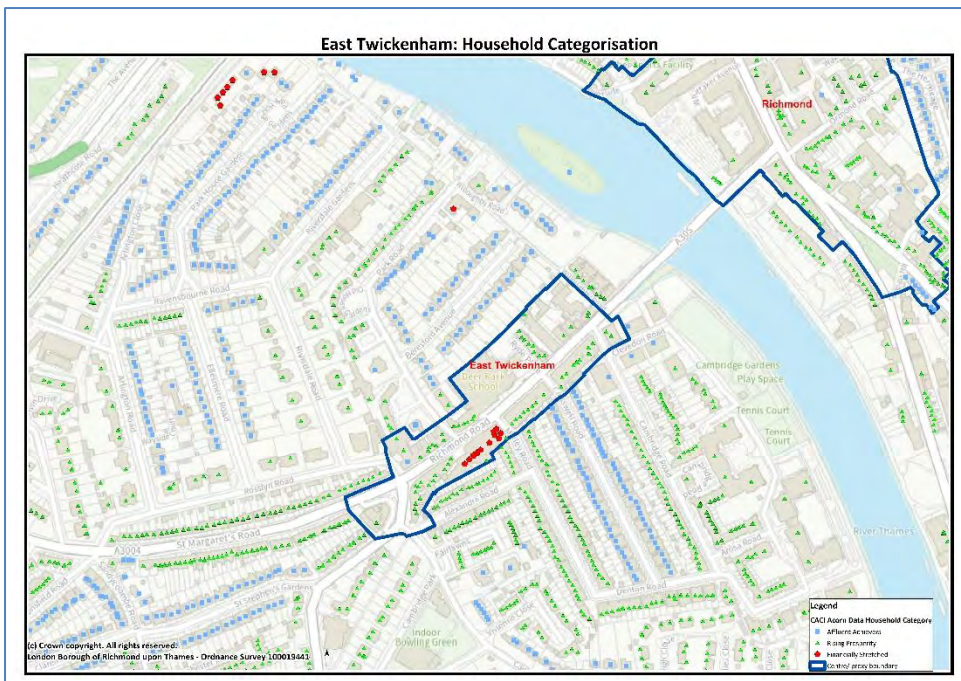


An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State and coming into force on 29 July 2022⁵. The map opposite displays the location of the Direction boundaries which reflect the location of essential shops and services and the Key Business Area to the rear of Richmond Road/ Willoughby Place.

Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office		Hairdresser/ Barber	✓	Sports & Leisure facilities:		Conservation Area	wholly	KOA/KBA: ✓
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	Cambridge Gardens	Listed Building	✓	
Butcher		Health facilities/vet:		Gym/fitness	✓ Studio 17	BTM	✓	ILBP:
Newsagent		GP/health centre	✓ Rosslyn Road	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	Old House Gardens (not in boundary)	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		LGS	✓ Warren Gardens Proposed LGS	
Provision: Lidl*, independents		Pub/wine bar	✓	Other e.g. Job centre, police shop			Cambridge Gardens POS	
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school	Deer Park School above Lidl			
		Other:		Day nursery	Riverside Twickenham Park nearby			
		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)	Computer repairs, cobbler, tyres, MOT centre, optician	Museum/Gallery				
				Proximity to major attraction:				
Serving: relatively disadvantaged area low public transport accessibility community more than 400 metres from provision ✓ - limited								
Asset of Community Value= N								



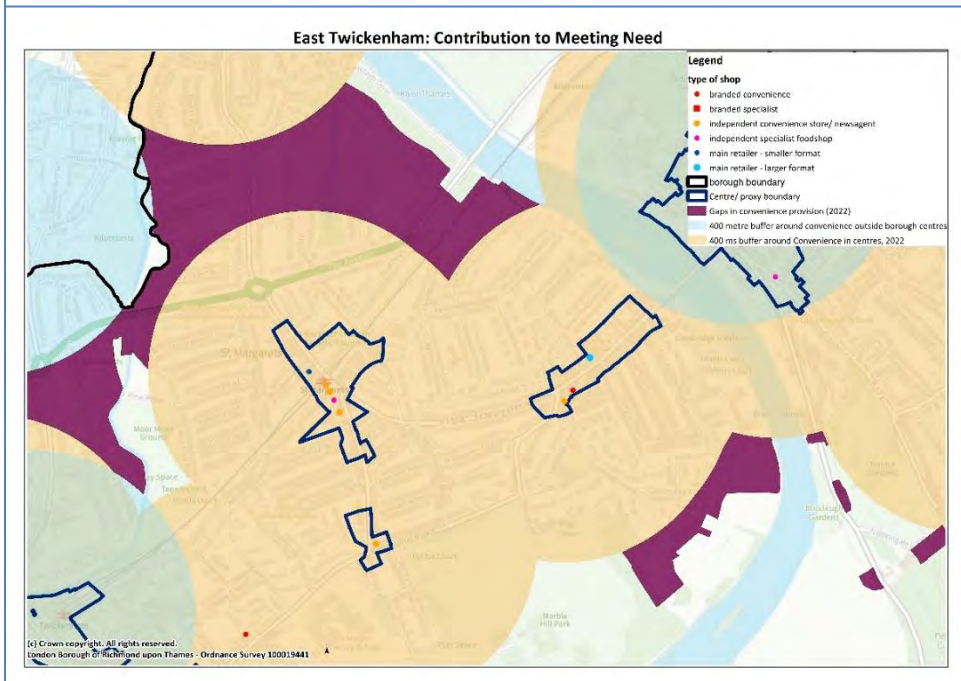
Household composition:

CACI Acorn Household Category

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

CACI¹⁹ 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 area.

Most households are categorised as “affluent achievers” or “rising prosperity”. However, a small number of households (upper floors of Richmond Road) 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.

East Twickenham makes a fairly limited contribution to meeting the need of those not well-served with convenience facilities. This centre’s catchment overlaps with St Margarets located to the east, both serving an area to the north identified on the map as a gap in provision.

Source: SSA GIS mapping

Summary:

East Twickenham has approximately 75 units. It is separated from the principal town centre in the borough by the River Thames, albeit c. 250 metres away across Richmond Bridge. The centre is covered by Conservation Area, primarily CA 66 (Richmond Road, East Twickenham). Richmond Road (A305) is a strategic road linking the two largest town centres in the borough and can often be congested. A Lidl superstore opened in the centre in February 2021, significantly improving its convenience offer. The centre has a reasonable comparison shopping offer with 15 retailers including 4 charity shops. It has 9 outlets in the hair & beauty sector and is well-represented with cafes and restaurants.

The emerging Local Plan seeks to ensure that the centre continues to thrive. With a vacancy rate of 13%, it is easily the highest amongst the local centres. Funding to enhance the public realm is due to start in 2023 following public consultation, including more greening, artwork, City Tree and side road carriageway and footway maintenance an enhancement of the slipway to connect cycle facilities either side of Richmond Bridge.

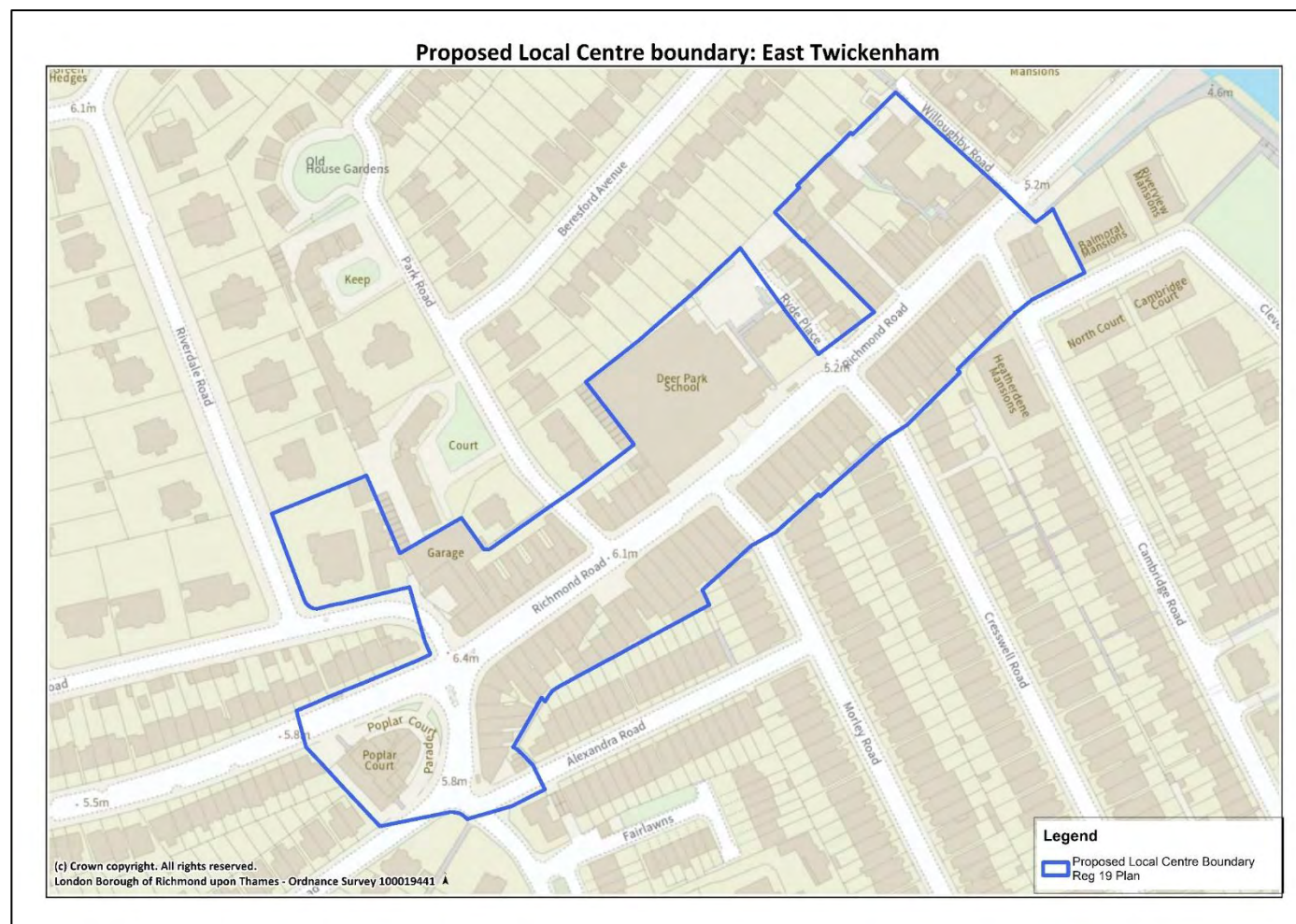
East Twickenham serves a small area to the southeast which is identified as having a gap in provision. Both this centre and nearby St Margarets serve a population in a bend of the River Thames, albeit that Richmond town centre, with significant convenience and comparison shopping is nearby. The centre is primarily in PTAL 4 rising to 6a closer to Richmond Bridge and the major centre of Richmond itself and thus has good public transport accessibility.

The centre's size, role and function justifies its position as a local centre. The local centre boundary is largely the same as the adopted mixed use area boundary but is extended slightly to the west to include a health facility and chemist and excludes residential at Ryde Place.

Recommendations:

Hierarchy: No change

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



2.3 Hampton Hill



Intersection of Hampton Road and High Street



Overview: Hampton Hill is one of the larger local centres to the west of Teddington town centre, bounded to the immediate east by Bushy Park. It is a linear centre running along the High Street. Hampton Hill is atypical in that blocks of retail and other commercial uses are interspersed with housing.

The borough’s largest out-of-centre superstore is located approximately 1.5 km to the northwest (J Sainsbury St Clares).

Hampton Hill does not have a British Rail station or London Underground connection. The centre falls within PTALs 1a to 2 indicating poor public transport accessibility.

Much of the southern part of the centre is covered by Conservation Area designation (CA 38 High Street Hampton Hill).

Multiple food retail provision is provided by relatively small units: Tesco & Sainsburys. The emerging Local Plan seeks to support the centre and improve the public realm.

This busy local centre makes a significant contribution to providing local facilities and shopping. In particular, residential areas to the northwest and to the west of Hampton Hill are not well-served by local shopping facilities. In the most part it has a distinct catchment area.

A Key Business Area (KBA) is located to the north of the centre including Hampton Hill Business Park. This is a mid-1980s purpose built business park with 18 units which are a mix of warehouse, industrial and workshops. However, the KBA extends along the High Street and there are blocks of office which remain, some having been converted to residential under PD rights allowing change of use from office to residential.

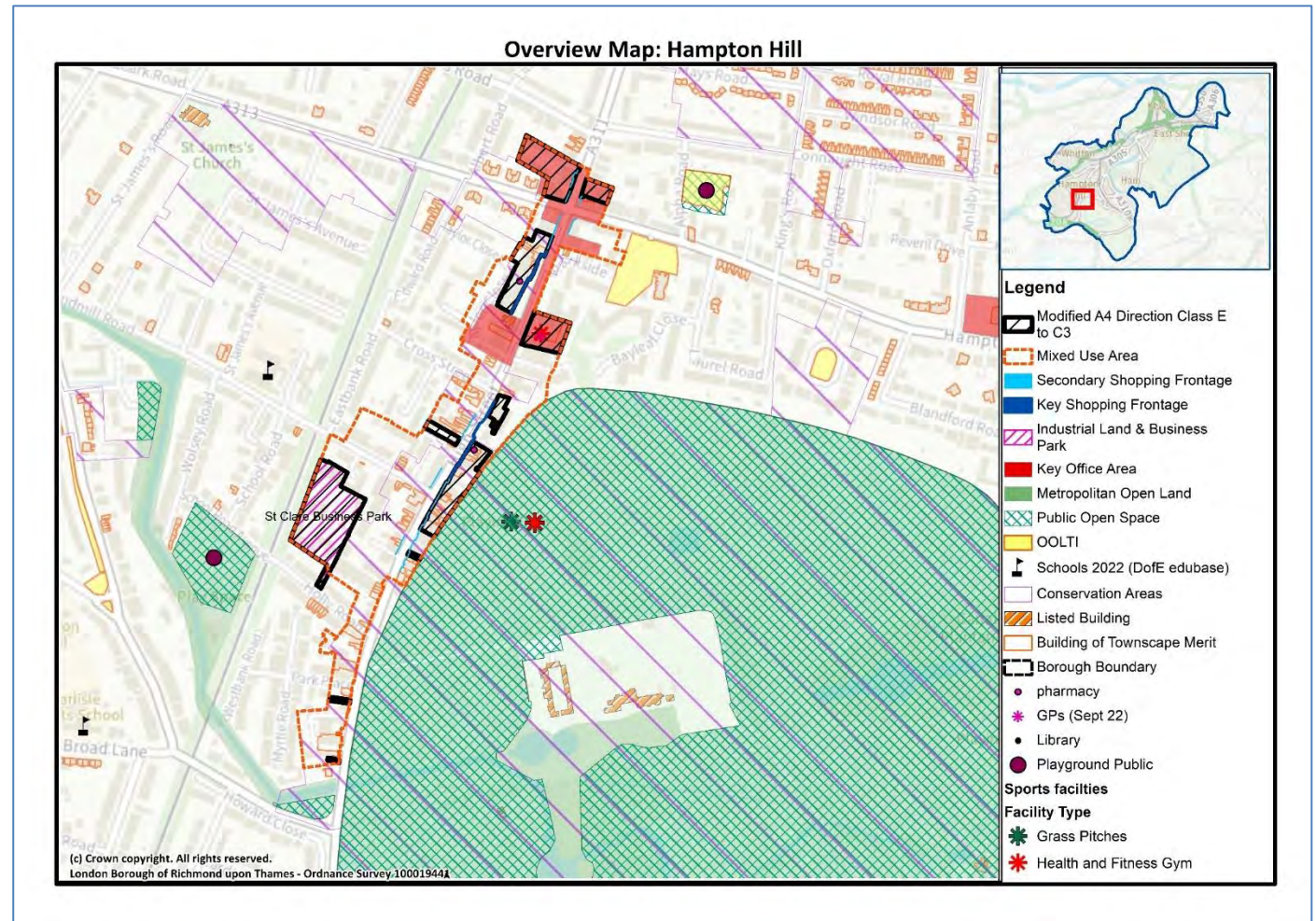
St Clare’s Business Park, a designated Industrial Land/Business Park (ILBP) is located to the west of the High Street accessed from Holly Road and is a mix of 1970s/80s industrial, warehouse and office units.

Policy & designations:

Adopted plan¹: Hampton Hill is classified as a local centre in the adopted Local Plan centre hierarchy. Designated key & secondary frontages.

Regulation 18 Local Plan: SSF & KSF, AMU, Key Office Area (KOA), ILBP

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



Area Strategies (Publication Plan):

The residential areas have a suburban character. The busy local centre of Hampton Hill maintains its village character and has a concentration of small shops and services and a largely commercial function. Parts of this area are considered poorly connected relative to other parts of the borough and suffers from the impact of through traffic on Hampton Hill High Street and Hampton Court Road.

The vision for Hampton Hill is a thriving High Street and community facilities to meet local needs.

Future development is expected, where relevant, to:

- Enhance existing local centres and parades, encouraging more independent shops and businesses, to generate a sense of activity and vibrancy, and reanimate as local hubs.
- There is an opportunity to improve the pedestrian experience, to provide space for “spill-out” from restaurants, cafés and pubs in the commercial stretches of streets and on Hampton Hill High Street, including temporary pedestrianisation of roads.
- Contribute to improving the public realm and implement more high-quality street furniture, including in Hampton Village and Hampton Hill.
- There is an opportunity to establish distinctive landmarks, without recourse to tall buildings, to improve legibility, focused along main roads and at key junctions.
- Contribute to opportunities to establish more green infrastructure, particularly street trees, increasing and improving open spaces.
- Contribute to improving connectivity within the area, through wayfinding, signage and legibility, and the links to the riverside, preserving and enhancing public access to the Thames.

The redevelopment of the St Clare business Park could increase the resident population this centre serves if planning approval is gained and any proposal implemented.

Related strategies/Partners:

- [Village Plan SPD¹³](#) – Hampton Hill

Threats from Development

- Loss of traditional architectural features and materials due to unsympathetic alterations
- Lack of coordination and poor quality of street furniture and paving.
- Domination of traffic and poor pedestrian safety leading to a clutter of signage and street furniture.
- Loss of original or quality shopfronts and insensitive alterations and advertisement.

Opportunities

- Preservation, enhancement and reinstatement of architectural quality and unity.
- Coordination of colour and design and improvement in quality of street furniture and paving.
- Improvement of highways conditions and pedestrian convenience, and rationalisation of existing signage and street furniture: including additional cycle parking. A major improvement scheme took place in 2016.
- Retain and improve the quality of shopfronts and advertisement.

Specific shop front guidance given for the High Street.

Urban Design Study 2023¹²: Please see the full document on the Council’s website.

Strategy: The existing character of the area is generally strong though there is opportunity to enhance some building façades and unsympathetic existing developments. The strategy is to conserve and enhance the historic character and quality of the area, especially around the High Street, by encouraging high-quality future developments that reference the historic context, enhancing the quality and function of the High Street as a local centre.

Conservation Area Appraisals²⁵ – CA 38 High Street, Hampton Hill

Public Realm Improvement Fund:

Progress of projects funded by Public Realm Improvement Fund reported February 2022²²

Improvement	Progress
Placemaking initiatives on area between 169 High Street and 68-78 High Street including naming the space, removal of one of the group of three phone boxes, awnings to improve look of the parade.	The space outside the parade of shops has been renamed 'Templeton Place' after John Templeton, the famous opera singer who lived in Hampton Hill. Following its work with the Project's Steering Group, the Council appointed a shop awnings designer who has designed (in liaison with the shop owners), new shop awnings for 5 shops in the Templeton Place parade. The Council is waiting for final sign off from the shop owners before its solicitors draw up and complete the legal paperwork to carry out the works, although planning permission or advertising consent will be needed for these awning replacements. Other plans are being developed for some street planters to be made by a local joinery business and placed and maintained in the parade. Drama Cube will be sponsoring at least one planter and hosting a competition for its young people to write a poem for publication, with the winning poem being inscribed on one or two of the planters. Estimated Completion December 2022 (subject to licence agreements being signed off by landlords and tenants, legal paperwork in order (title and leases), planning consents given and receipt / supply of materials)
Update Feb 2023²³	The shop front related projects in Hampton Hill and Whitton High Street have been delayed due to a range of factors such as legal paperwork not being in order (e.g. leases not being in place between landlord and leaseholder), failure of landlord or leaseholder to respond to requests for information etc. Until licence agreements have been signed by all parties, planning applications for the works cannot be made. Once planning applications have been approved (which can take up to 8 weeks), the orders can be placed (although there is an 8-10 week lead in time for the materials such as Weiner awnings to arrive). Then the manufacture and installation can be done.

The Council works with Hampton Hill Business Association, who promote "[Love Hampton Hill](#)".

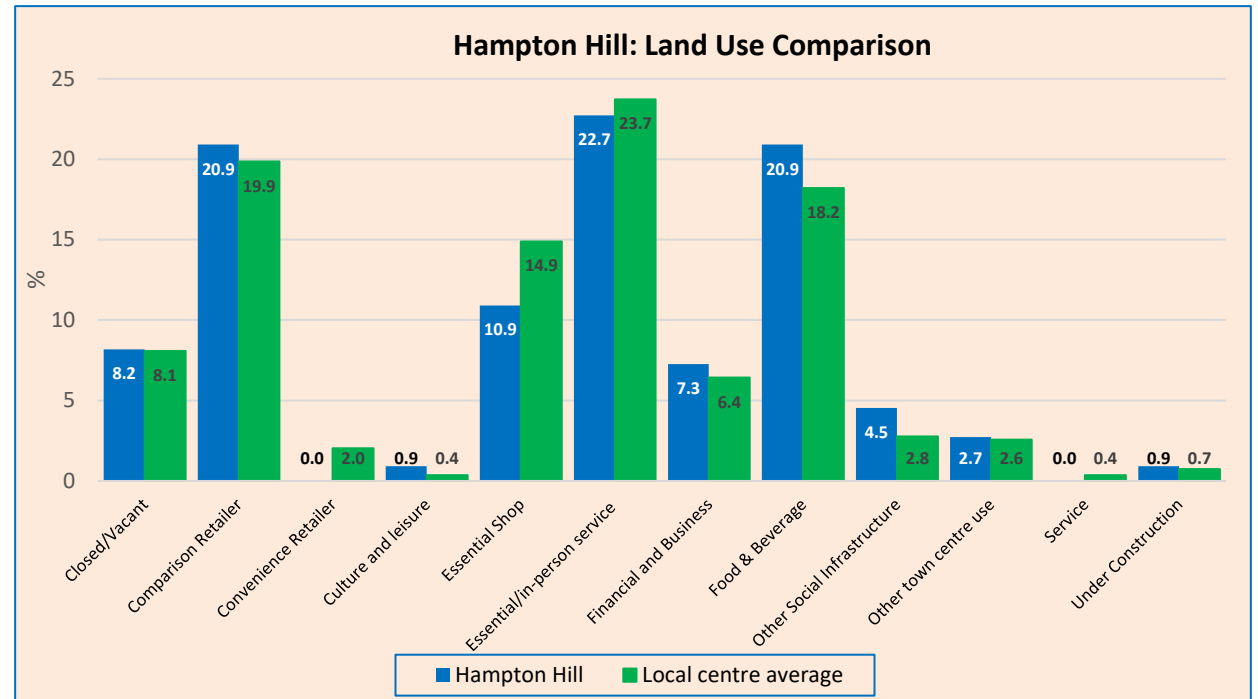
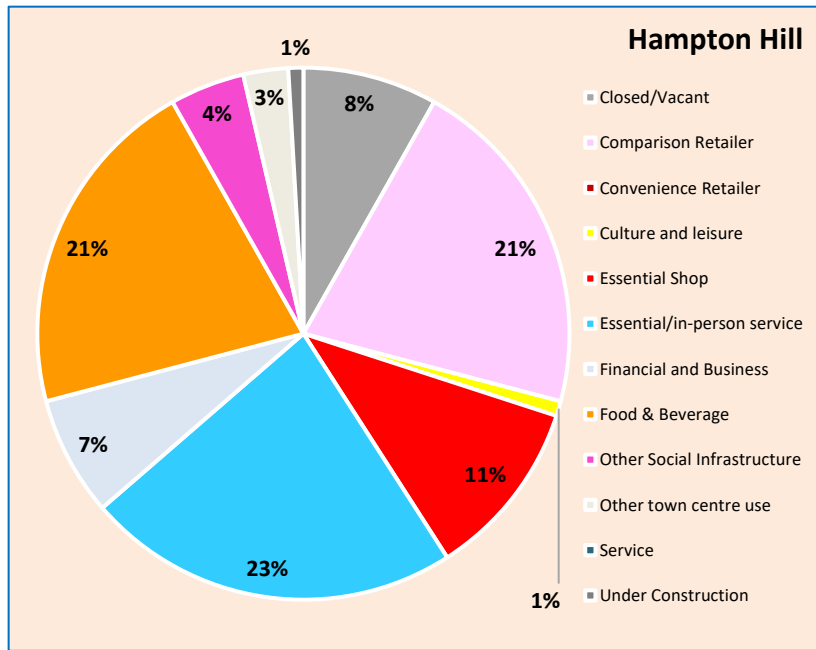
Regulation 18 Local Plan Consultation responses include the following:

-'free car parking and narrow footways along Hampton Hill High Street undermines the 20 minute neighbourhood objective'

A schedule of all comments in full can be viewed on the Council's website²⁴.

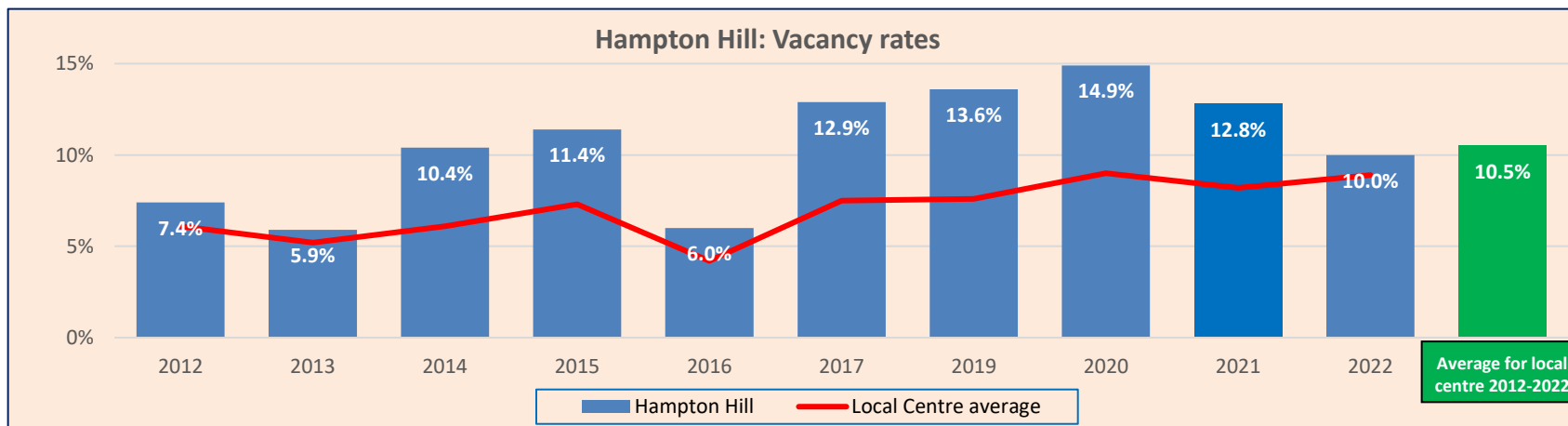
Composition of centre

This parade has 110 commercial units/ community uses recorded in the Council's annual Town Centre Land Use Survey¹⁴. This number excludes residential use. The make-up of the centre is similar to the average for this type of centre (local centre in hierarchy) in terms of the mix of uses. It has a slightly smaller number of essential shops and proportionally a slightly higher number of Food and Beverage outlets. Tesco and Sainsburys are represented in the borough and a newly redeveloped site with a retail unit of 400m² is currently being marketed which may accommodate a further food retailer. Hampton Hill is the only centre in the borough below town centre level with a theatre.



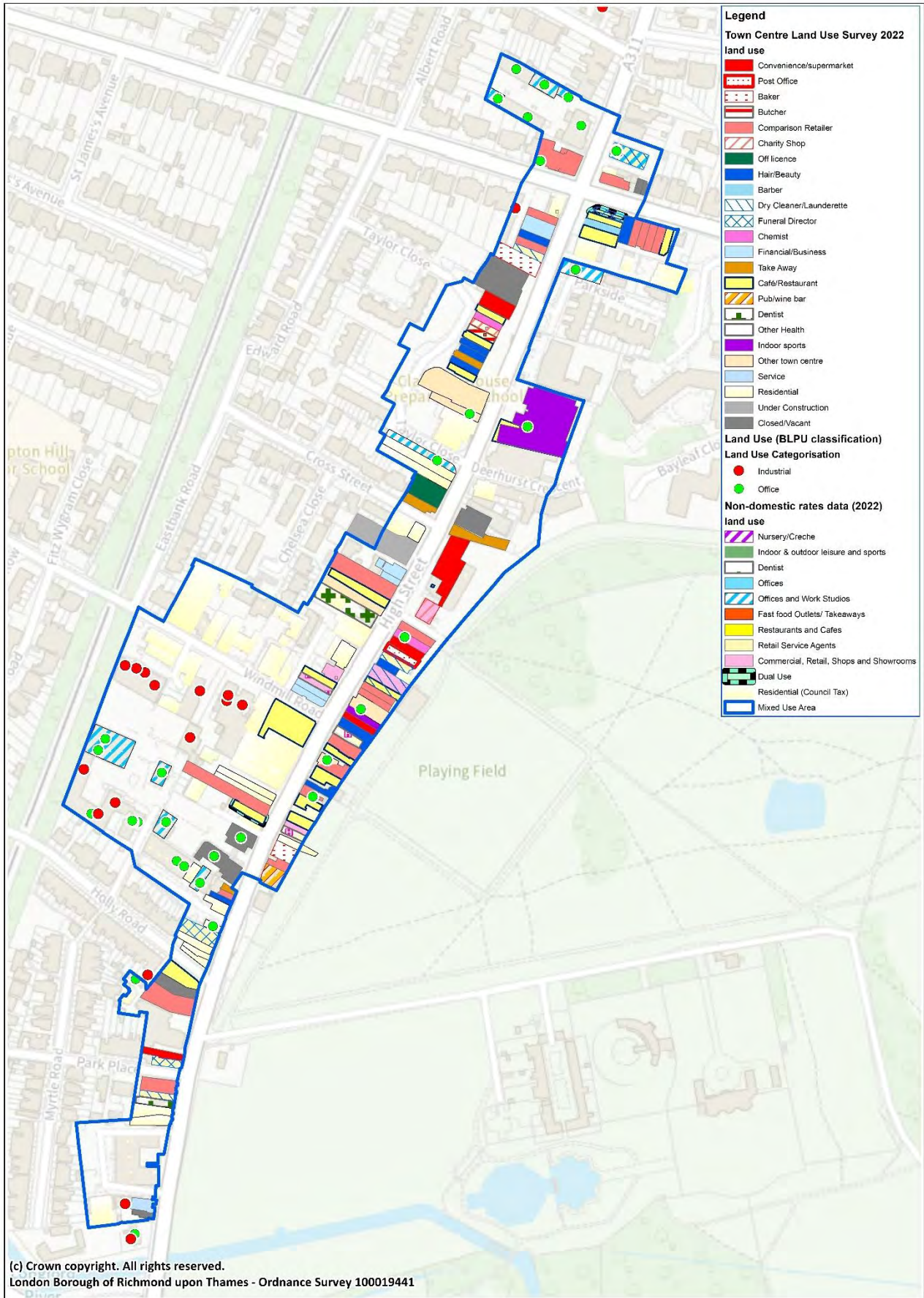
Source: SSA Town Centre Land Use Survey 2022¹⁴

Hampton Hill’s **vacancy rate** has consistently been above the average rate for local centres in the borough which is 9%. Changes over time largely reflect the same pattern for this type of centre – albeit at a higher rate. In 2020 Hampton Hill’s vacancy rate peaked at 15% but has declined year on year since then and in 2022 is only slightly above the average for a local centre.



Source: SSA Town Centre Land Use Survey 2022¹⁴

Hampton Hill: Land Use Map



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 London Borough of Richmond upon Thames - Ordnance Survey 100019441

Source: SSA GIS mapping

Resilience to the pandemic⁶



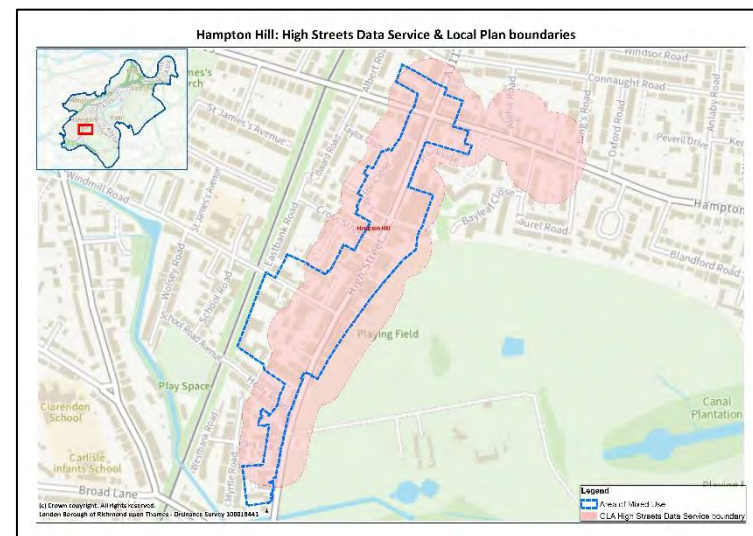
Source: High Streets Data Service⁶.

The GLA have developed a classification of high streets across London based on spending data – whether the spend level has returned to pre-pandemic levels. Following the easing of the first lockdown in summer 2020, 15 of the borough’s 17 high streets were classified as **struggling** meaning these high streets struggled to reach pre-pandemic spending levels. This was the case for 55% of high streets across London.

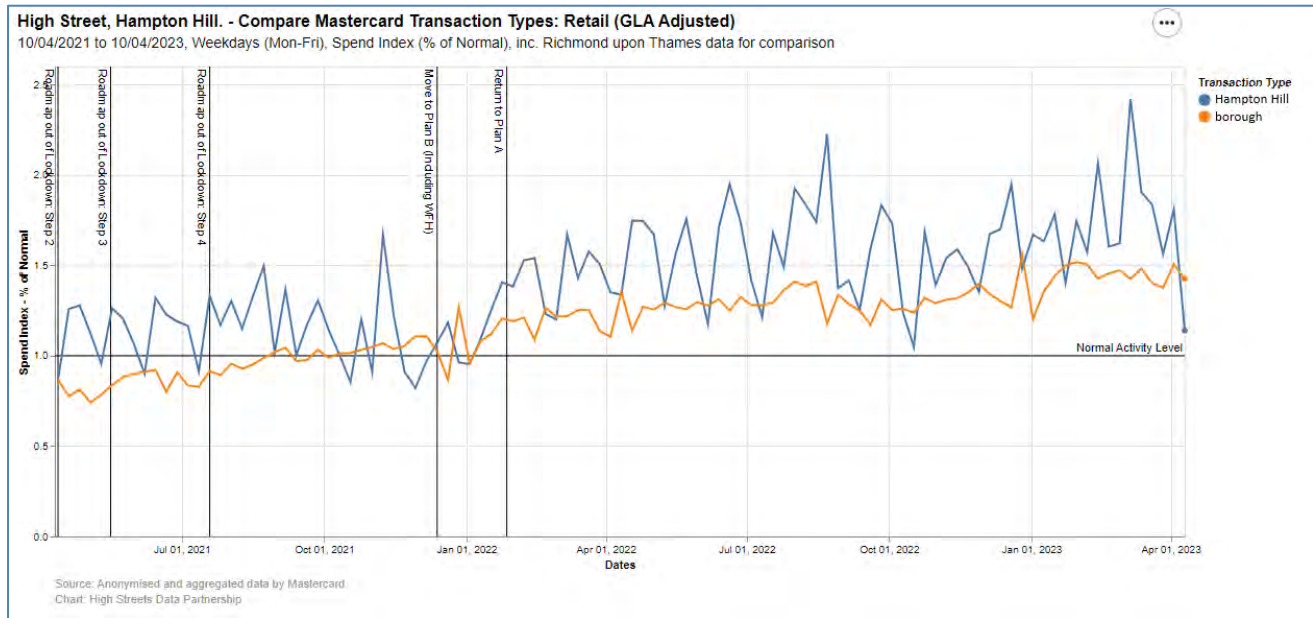
Some high streets in the borough have not managed to make spending gains against 2019 or create a 'buffer' for future shocks and stresses and are classified as ‘adaptable at risk’. Hampton Hill High Street is one of these along with:

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

The map opposite shows the boundaries from the Local Plan and from the High Streets Data Service do not exactly correspond.



Changes in spending in Hampton Hill

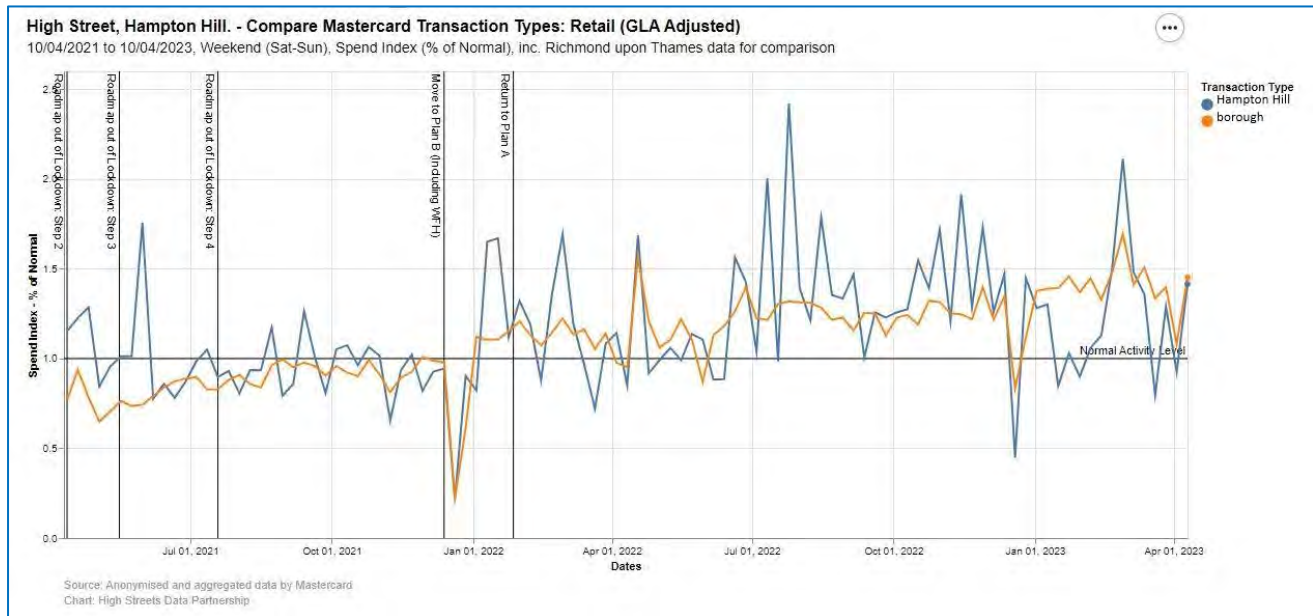


Changes in spending¹⁵

Spending data show that in terms of the Spending Index, levels of spend in Hampton Hill generally appear to have improved in the last financial year 22-23. This weekday data also indicate that the spending in this centre has improved at a greater rate than the borough average for this dataset.

The same graph for weekend spending much more closely resembles the borough average.

(GLA adjusted figures for retail – See Appendix 1 in Volume 1 for more detail on data.)



Customer Views/experience:

Urban Design Study 2023¹² (relating to Hampton Hill Residential character area)

Valued features:

- High townscape quality and distinctive, historic buildings of the High Street and other conservation areas, as well as individual buildings elsewhere which contribute to a consistent but also diverse and interesting suburban streetscape.
- The High Street provides a readily accessible local centre with a range of shops, places to eat, and local businesses. Traditional, independent shops and businesses, such as Hillsound Music Shop, are of value to the sense of place and authenticity of the High Street.
- Community and leisure facilities throughout the area, such as the Greenwood Community Centre and St James' Church, are of social importance, offering recreational potential and strengthening neighbourhood ties.
- Valued views and vistas

Negative qualities:

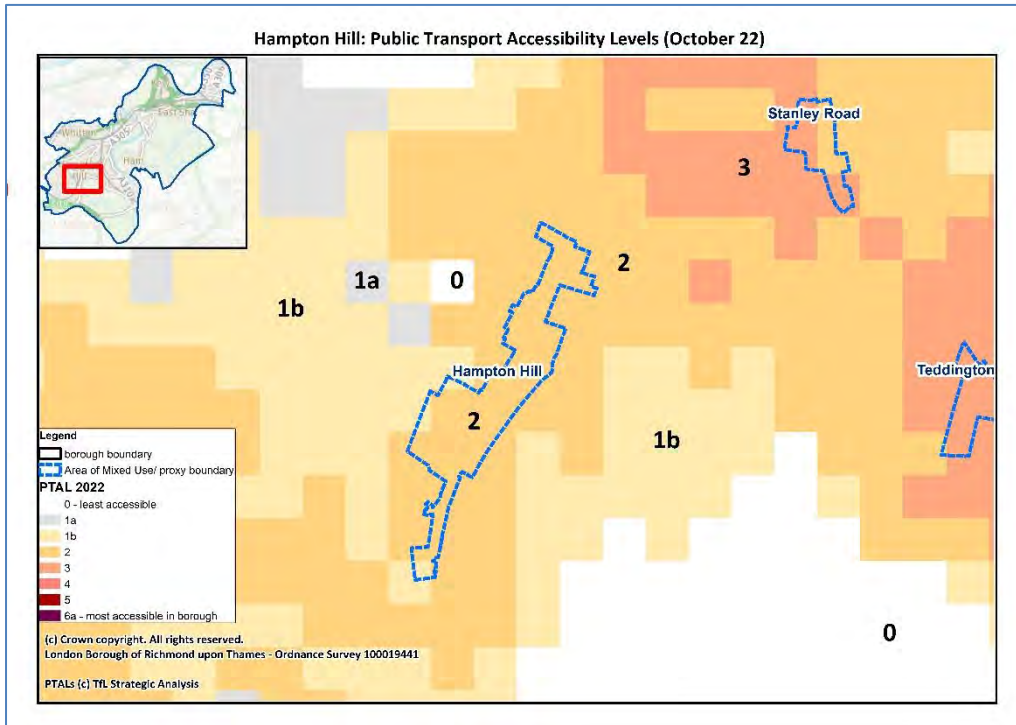
- Severing effect of railway on townscape.
- Some unsympathetic, mid-late 20th century buildings undermine wider quality of High Street, especially towards east, including inconsistent shop frontages and the unsympathetic Sainsburys building.
- Lack of street trees along High Street.
- The A311 has a dominant presence with limited space for pedestrian movement.
- Some recent extensions and modifications have led to variable aesthetics.

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 website⁴ The consultation event for this area took place in July 2021⁵. Key comments are as follows:

- Expansion into St Clare's Site on high street to help with parking and community
- more variety, a lot of coffee shops, estate agents and hairdressers currently
- store similar to arts and craft shop needed. Charity shop supplies a range of goods
- More independent shops, less chain coffee shops in Hampton Hill. Need butchers, gift shops, grocers, restaurants
- Hampton Hill high street a constant traffic jam.

⁴ https://www.richmond.gov.uk/council/have_your_say/community_conversation

⁵ [community_conversation_teddington_hampton_wick_fulwell_hampton_hill_minutes_2021.pdf\(richmond.gov.uk\)](#)



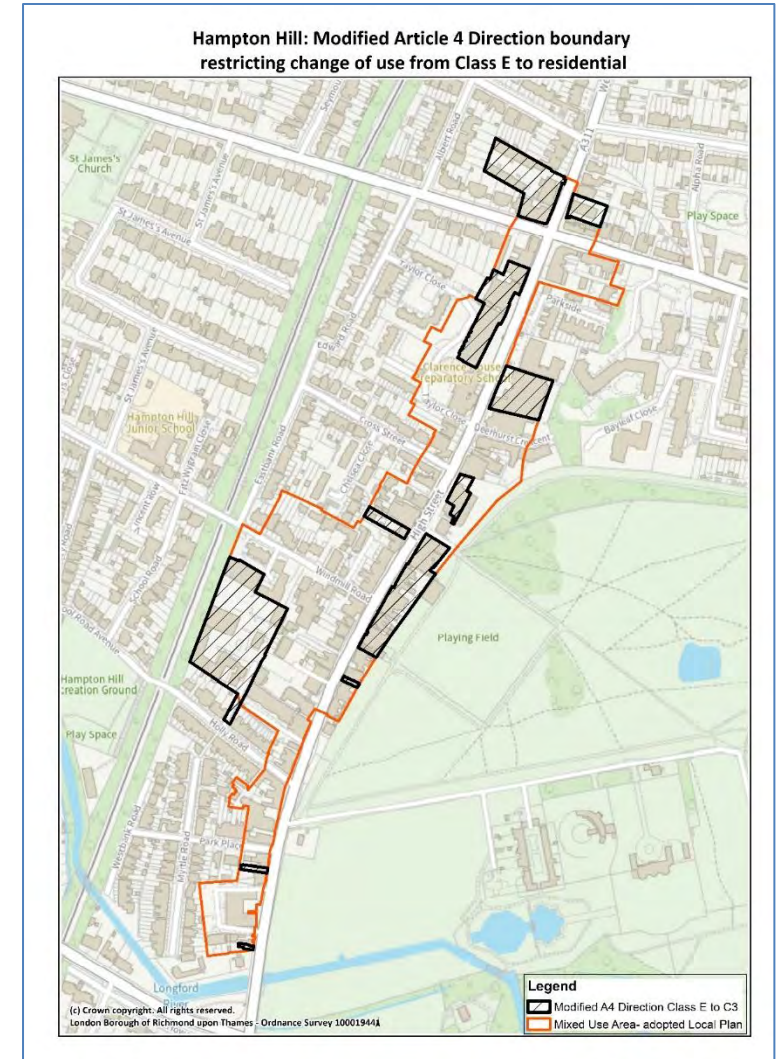
Source PTALs © Tfl Strategic Analysis

Accessibility⁸: (source GLA: PTALs)

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

Hampton Hill is quite clearly serving an area with poor public transport accessibility as indicated on the opposite map.

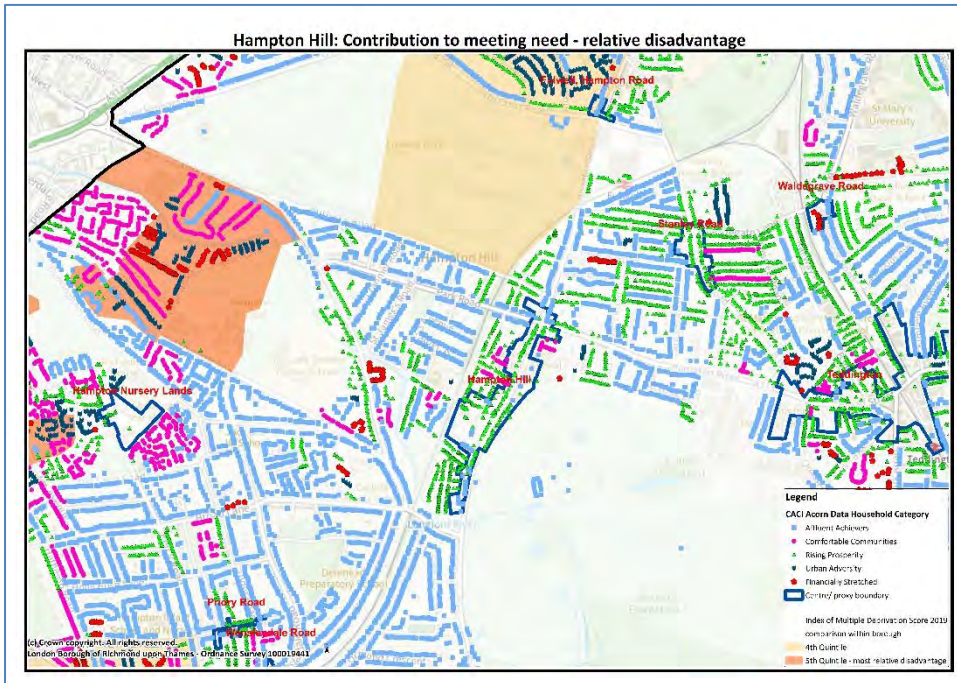
An [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State came into force on 29 July 2022⁵. The Direction boundary extends to cover several blocks across the centre some of which relate to the presence of office and others to the location of essential shops and services and reflect the importance of this centre 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:	Hampton Pool heated open air pool to south of centre	Conservation Area	CA 38 covers most of centre.	KOA/KBA: Hampton Hill Business Park & High Street Hampton Hill
Baker	✔	Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✔	Playspace/recreation ground/LGS	✔ Alpha Road, Holy Road Recreation Ground	Listed Building	✔ several	
Butcher	✔	Health facilities/vet:		Gym/fitness	✔ Energie	BTM	✔ many	ILBP: St Clare Business Park
Newsagent	✔	GP/health centre	✔	Yoga/Pilates (separate from gym)	✔	Registered Park & Garden	Bushy Park	
Fishmonger		Dentist/orthodontist	✔	Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist	✔	Theatre	✔	Open space designation:		
Off licence	✔	Physiotherapist/osteopath	✔	Cinema		MOL	Bushy Park, Longford River	Other e.g. NPL to east Newly constructed unit at 179-181 High Street – c 400m2
Chemist	✔	Vet	✔	Music venue/night club	In Hampton Hub	OOLTI	Alpha Road, Laurel Dene – outside boundary	
Dispensing?	yes							
supermarket/ general store etc	✔	Food & Beverage offer:	✔	Hotel/guesthouse		LGS/POS	Bushy Park (POS) Alpha Rd Holly Road RG	
Provision: Tesco, Sainsburys Local.		Pub/wine bar	✔	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✔	Education:				
		take away	✔	School / pre-school	In vicinity - Hampon Hill Junior School			
		Other:		Day nursery	✔			
		Launderette/Dry Cleaner	✔	Tutor/education centre	✔ Kip McGraph			
		Bank/building society	✔	Community Centre	✔ Greenwood Community Centre			
		Has ATM		Library	✔			
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Including funeral director, pet grooming		Museum/Gallery	Leigh Gallery		
				Proximity to major attraction:	Bushy Park			
Serving: relatively disadvantaged area – not significant low public transport accessibility ✔ community more than 400 metres from provision ✔ - substantial area particularly to west								
Asset of Community Value= N								



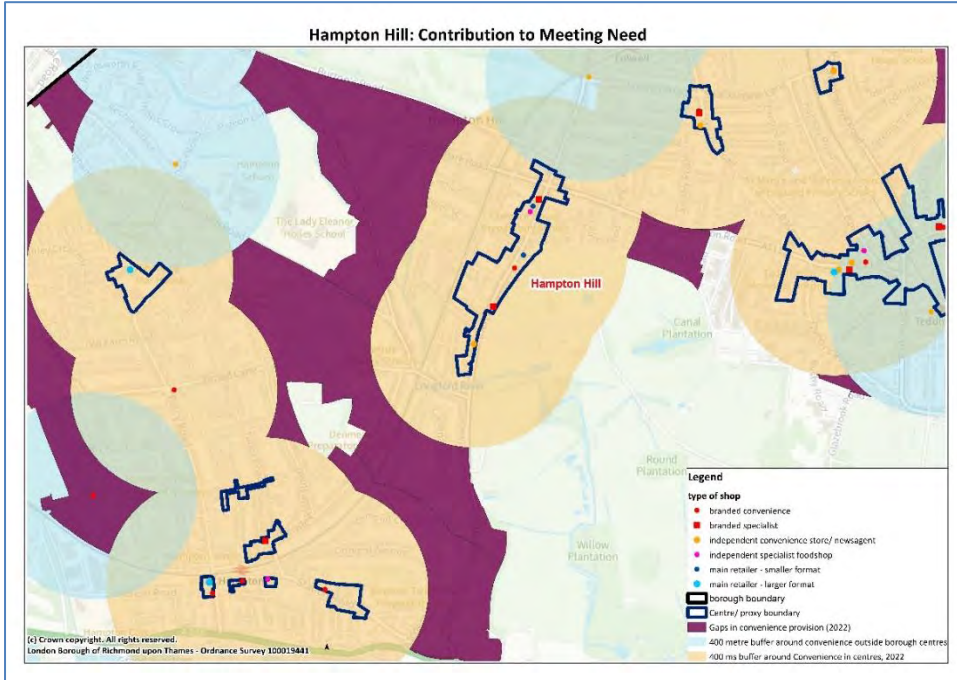
Household categorisation:

CACI Acorn Household Category

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

CACI have produced a dataset which categorises households into different typologies. 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.

Most households in the immediate catchment are categorised as affluent comfortable.

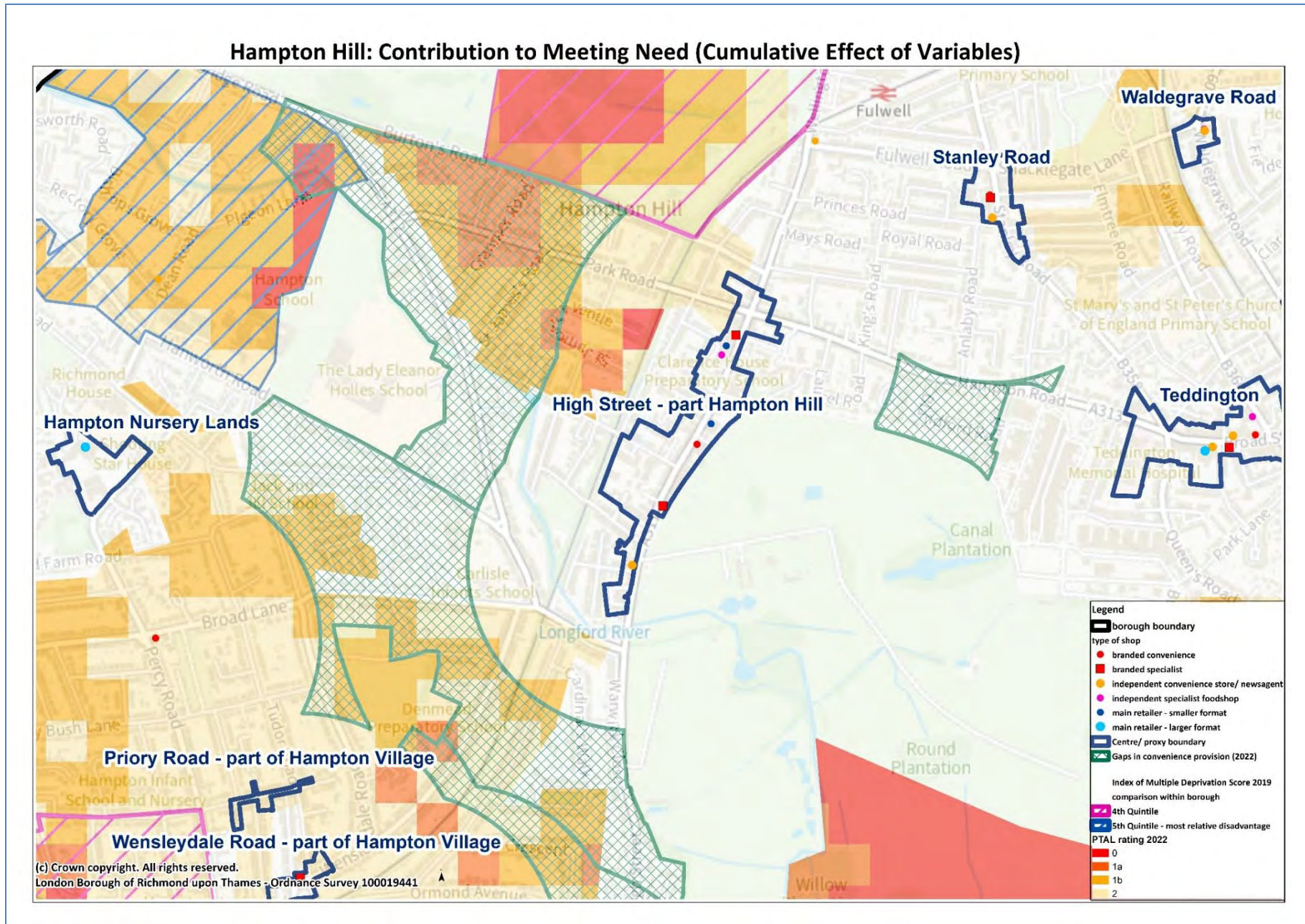


Centres meeting the needs of those living more than 400 metres from provision:

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

Hampton Hill has an important role to play in meeting need for convenience provision as illustrated on the map opposite. Indeed, some of the communities it serves are more than 400 metres from provision, located in an area poorly served by public transport and may also contribute to serving those identified as relatively disadvantaged⁹.

Source: SSA GIS mapping



Source: SSA GIS mapping

Summary:

Hampton Hill is one of the larger local centres located to the west of Teddington town centre, bounded to the immediate east by Bushy Park. It is a linear centre running along the High Street. Hampton Hill is atypical in that blocks of active frontage are interspersed by other uses including significant blocks of housing. The borough's largest out-of-centre superstore is located approximately 1.5 km to the northwest (J Sainsbury superstore, St Clares). It does not have a British Rail station or London Underground connection. The centre falls within PTALs 1a to 2 (6 indicating high accessibility & 0 indicating low accessibility) indicating poor public transport accessibility.

Much of the southern part of the centre is covered by Conservation Area designation (CA 38 High Street Hampton Hill).

Food retail provision is provided by relatively small units: Tesco & Sainsburys Local supplemented by smaller multiples and independents.

Consultation responses support more variety of uses and more independents.

The emerging Local Plan seeks to support the centre and improve the public realm. Monies have been made available through the Public Realm Improvement Fund for placemaking initiatives on the area between 169 High Street and 68-78 High Street including naming the space, removal of one of the group of three phone boxes and providing awnings to improve look of the parade.

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

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

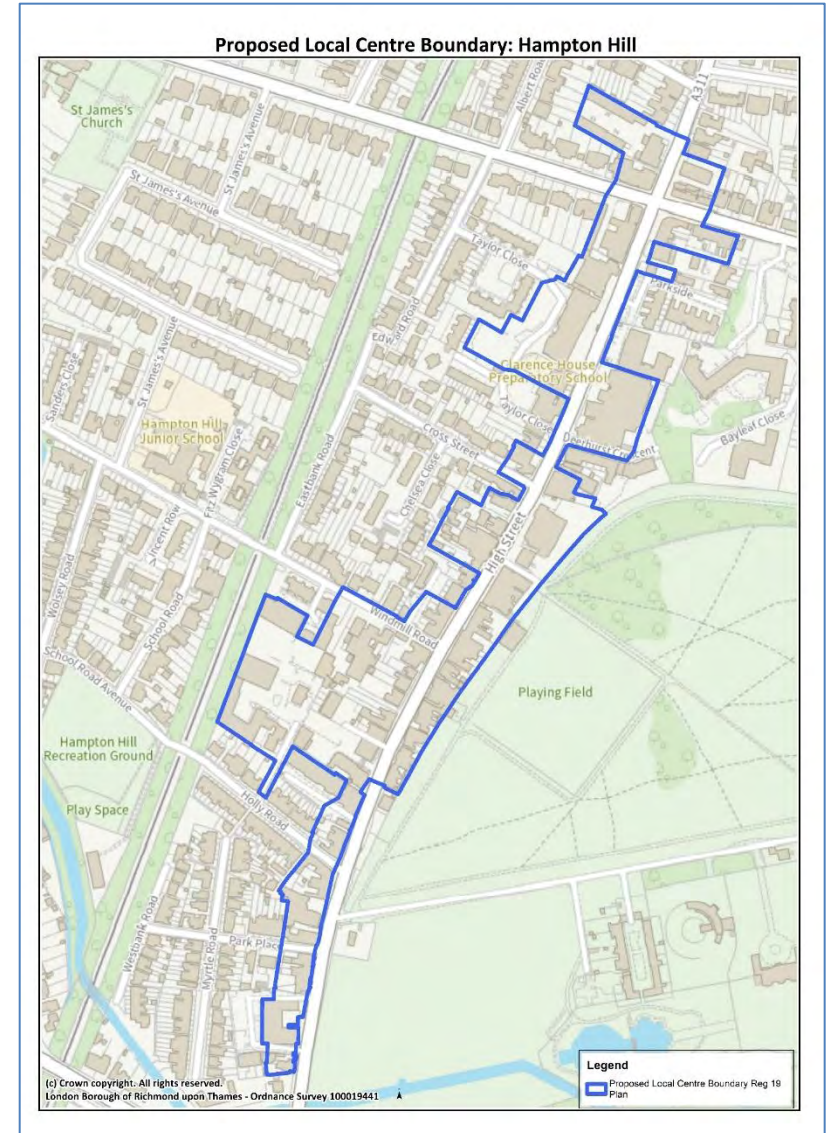
Convenience provision is provided by a Sainsburys Local, Tesco Express.

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

Recommendations:

Hierarchy: No change

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



2.4 Hampton Village

Hampton Village



Milton Road

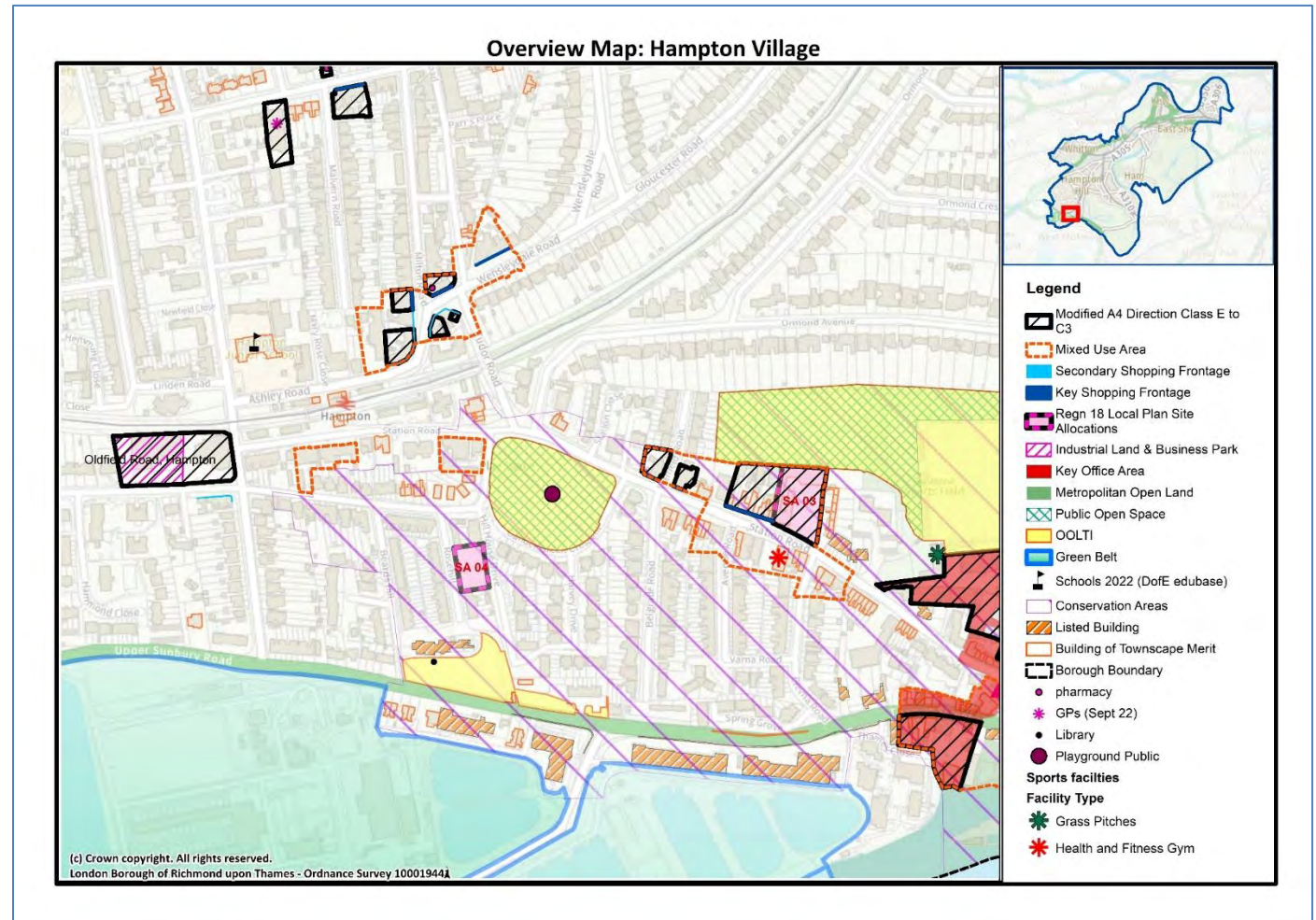
Overview: Hampton Village is a very dispersed local centre serving a large catchment to the southwest of the borough. It has approximately 80 units making it third largest of the local centres. The 2 core areas are centred around Station Approach/Wensleydale Rd/ Ashley Rd/ Milton Rd and along Station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

Hampton Village falls within PTAL 2 (6 indicating high accessibility & 0 indicating low accessibility). The centre has a BR station with a fairly limited service.

The Station Rd section is located in Hampton Village Conservation Area where there are both listed buildings and Buildings of Townscape Merit.

The vision for the area in the emerging Local Plan is for future development to enhance the existing local centre, generating activity and to reanimate them as local hubs for the community. Public realm improvements are sought for Hampton Village.

Hampton Village serves a population to the north which has been identified as being more than 400 metres from convenience shopping. It also serves a population to the west which is relatively disadvantaged in a borough context according to the 2019 Index of Multiple Deprivation⁹. The combination of these factors illustrates the importance of the centre for the community and the need to support its vitality and viability and role as a provider of local shopping and services.



Policy & designations:

Adopted plan¹: Hampton Village is classified as a local centre in the adopted Local Plan centre hierarchy and is mostly defined by an Area of Mixed Use boundary.

Key Shopping Frontage	Secondary Shopping Frontage	Industrial Land & Business Parks	Site Allocations
Nos. 70-76 (even), Milton Road Nos. 70-82 (even), 92-100 (even), Station Road Nos. 1-3 (consecutive), Station Approach Nos. 1-13 (odd), Wensleydale Road Nos. 33-41 (odd), Priory Road	Nos. 78-82 (even), Milton Road Nos. 27-37 (odd), Ashley Road Nos. 4-9 (consecutive), Station Approach Nos. 55-63 (odd), Oldfield Road No. 31 Percy Road	74 Oldfield Road, Hampton	SA 3 Hampton Traffic Unit, 60-68 Station Road, Hampton SA 4 Hampton Delivery Office (nearby), Rosehill, Hampton. SA 2 Platt's Eyot (nearby), Hampton

Regulation 18 Local Plan: as adopted Plan.

Publication Local Plan (Regulation 19): local centre boundary, new SA Hampton Telephone Exchange (Molesey Telephone Exchange), 34 High Street, Hampton, if implemented could result in very small increase in population. Deletion of Hampton Delivery Office as SA – now implemented.

Area Strategies:

The Urban Design Study 2023¹² recognises Hampton Historic Centre as having a high sensitivity to change, and extensive change is not appropriate. The historic built fabric, human-scale proportions, and proximity to the river and Bushy/Hampton Court Parks give a strong sense of place, and the strategy is therefore to conserve the historic character of the area. 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.

Future development is expected to:

- Enhance existing local centres and parades, encouraging more independent shops and businesses, to generate a sense of activity and vibrancy, and reanimate as local hubs.
- There is an opportunity to improve the pedestrian experience, to provide space for “spill-out” from restaurants, cafés and pubs in the commercial stretches of streets and on Hampton Hill High Street, including temporary pedestrianisation of roads.
- Contribute to improving the public realm and implement more high-quality street furniture, including in Hampton Village and Hampton Hill.
- There is an opportunity to establish distinctive landmarks, without recourse to tall buildings, to improve legibility, focused along main roads and at key junctions.
- Contribute to opportunities to establish more green infrastructure, particularly street trees, increasing and improving open spaces.
- Contribute to improving connectivity within the area, through wayfinding, signage and legibility, and the links to the riverside, preserving and enhancing public access to the Thames.

Related strategies/Partners:

- **Conservation Area Appraisals**²⁵ – CA 12 Hampton Village
- **Village Plan SPD**¹² – reinforces the Planning Policy Aims for Hampton, including:
 - The distinctive local character of the area will be maintained and enhanced, including Hampton’s listed buildings and Conservation Areas.
 - Local shopping areas at Hampton Village... 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.
 - Land will be protected for employment use.

[Hampton Village Traders Association](#) was created to promote a positive and cooperative approach to supporting the high street. The Association engages local residents as well as businesses to do this.

Regulation 18 Local Plan Consultation responses:

No responses specifically relevant to this centre.

A schedule of all comments in full can be viewed on the Council’s website²⁴.

Urban Design Study 2023¹²: Please see the full document on the Council’s website.

Hampton Village local centre is located within the Hampton Historic Centre and Hampton Residential character areas.

- Hampton Historic Centre: The area now serves a mostly residential function.... Many buildings retain their former architectural details and traditional, now unmarked, frontages. A few shops, restaurant, pubs and services persist in the local centres, including the Jolly Coopers pub, and communicate the former sense of character. Station Road centre supports small,

independent shops and services, decorated with vibrant shop fronts and signage. The former industrial usage of the waterfront remains in a diminished form, with a few small businesses between Thames Close/Benn’s Alley.

- Hampton Residential: Local parades of shops often interspersed with rows of houses e.g. at the eastern end of Priory Road, and add variety, a sense of community feel and local distinctiveness. Wensleydale Road neighbourhood centre and Station Road West form a small commercial cluster around the railway station, including consistent 1920s shopfronts on Wensleydale Road.

Character area design guidance:

- Reinstate shop fronts to their original design to achieve greater consistency.
- Ensure good maintenance of public realm and implement more, high-quality street furniture.
- Enhance local centre functions, encouraging more independent shops, food stores, pubs and restaurants.
- Improve and consider temporary pedestrianisation of roads to create café seating or widening pavements to improve pedestrian experience and reduce the perceived dominance of vehicles.
- Establish more green infrastructure, particularly street trees. Increase and improve open spaces.
- Improve connectivity within the area, and to the riverside, preserving public access to the Thames. Embrace the wider landscape setting along Thames to enhance identity of area and generate a more suburban/semi-rural feel.

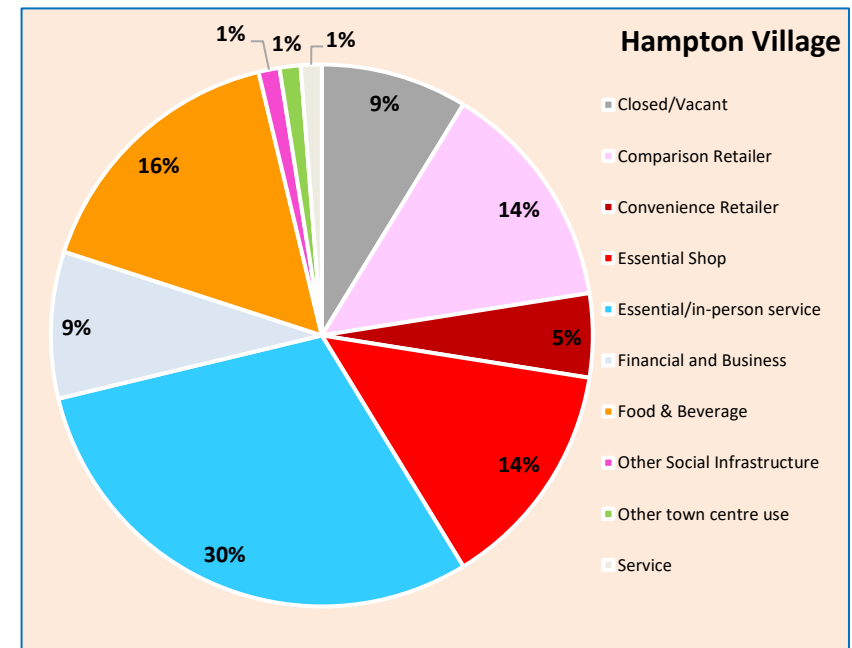
Composition of centre

Hampton Village has 80 commercial units/ community uses¹⁴. Nearly a third of these are essential/in-person services which is above average for this type of centre. There are 7 hairdressers and a further 3 barbers, and several beauticians which may reflect the more dispersed nature of the centre and scope to duplicate businesses. The centre has no less than 3 alternative medicine shops.

There are fewer comparison retailers (13.8%) than the average local centre (19.9%). They sell a range of goods including beds, flooring, bathrooms, kitchens and home furnishings.

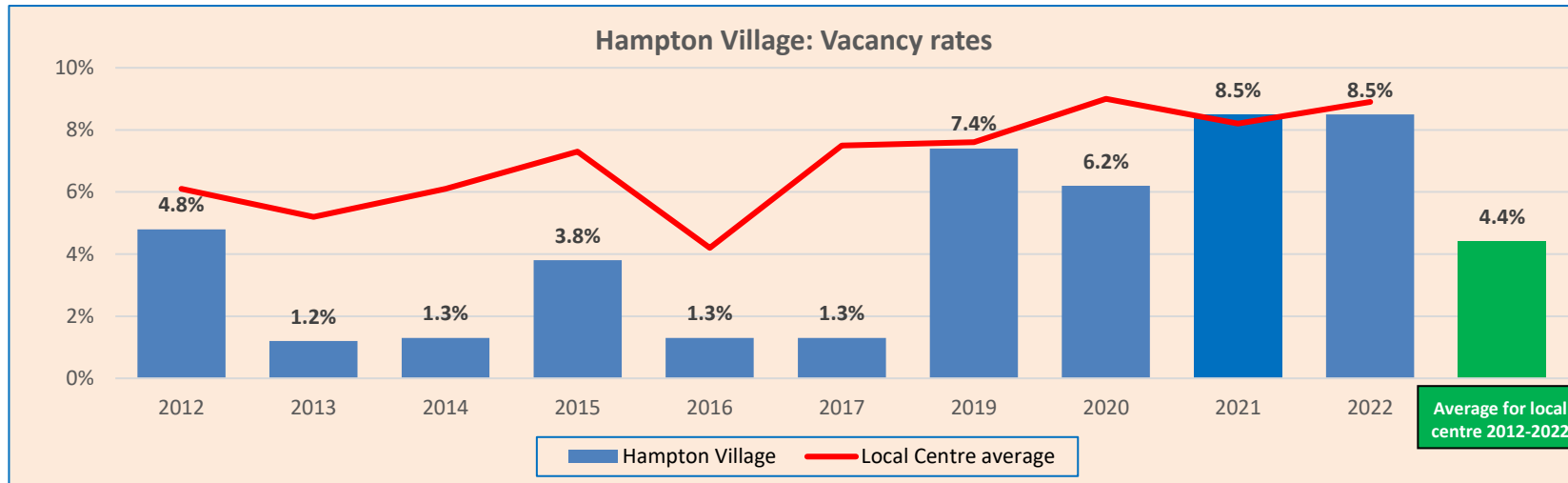
15% of outlets are classified as essential shops, which is only very slightly below the average for this type of centre. The neighbourhood-sized Waitrose on Oldfield Road has improved food shopping provision for the community. Hampton Village retains a Post Office and a family butcher both in Station Road.

Hampton Village has a good range of health services with a medical centre on Priory Road, chemists, optician, chiropractor, osteopath, physiotherapist and dentist. It has good community infrastructure also with the Hampton Hub, Linden Hall, the Hampton Social Club and Scout hut. The library is tucked away on Rosehill.



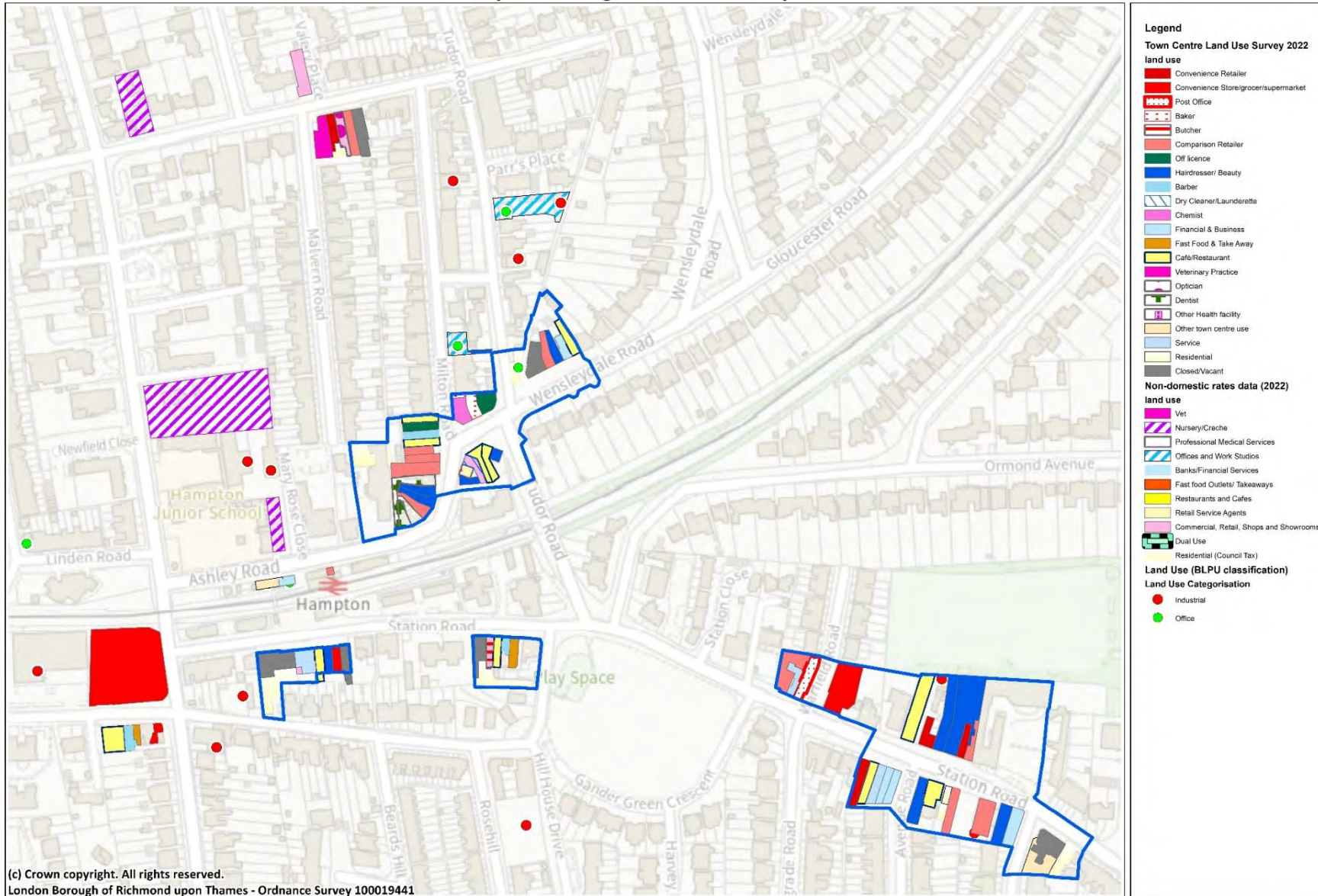
Vacancy rates:

There are currently 7 vacant units in Hampton Village which is consistent with the trend of increasing rates since 2019. Prior to this the centre’s vacancy rates were very low, noticeably lower than the average. It would be prudent to monitor vacancy rates going forward to establish if rates return to pre-pandemic levels.



Source: SSA Town Centre Land Use Survey 2022¹⁴

Hampton Village: Land Use Map



Source: SSA GIS mapping

Customer views/experience:

Urban Design Study 2023¹²:

Valued features:

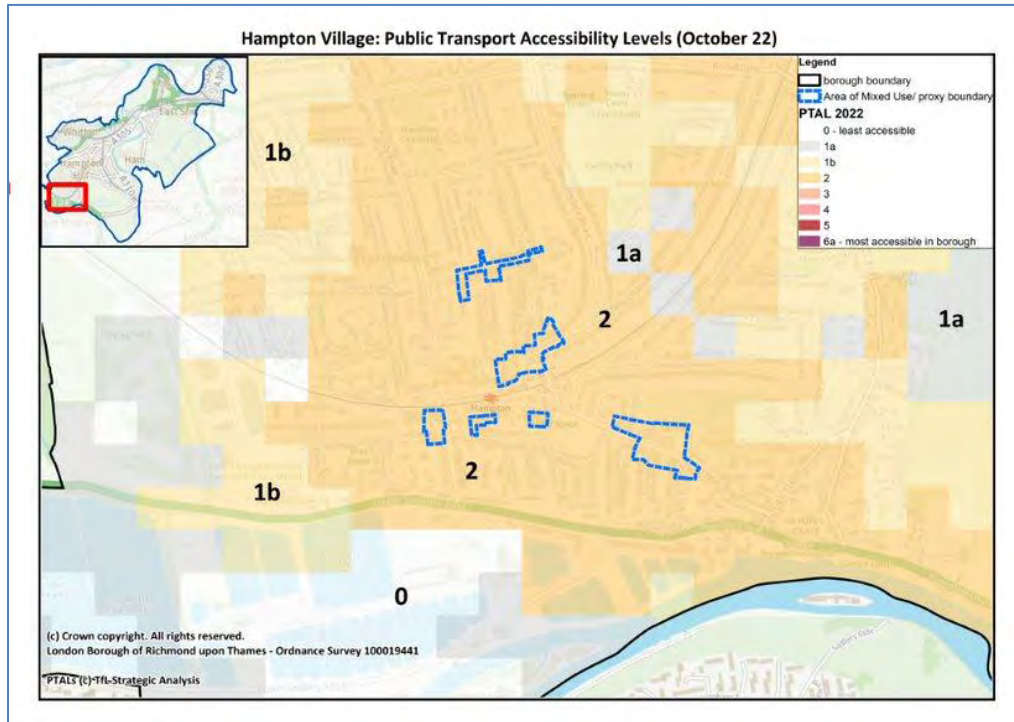
- Historic character along the main streets conveys a sense of depth and identity as well as contributing an element of interest and high-quality architecture.
- Relationship with the river, through preservation of views and alleyways, is integral in communicating the area's heritage and green/blue network.
- High building quality through details and materials.
- Village Green contributes a localised sense of openness and provides a space for neighbourhood scale recreation. Other open spaces in the area including Beveree Wildlife Site and Garrick's Lawn are also valued features.
- Local services including Station road local centre, with high-quality buildings and interesting independent shops providing local amenity. • Trees and mature vegetation, which give the area a leafy and suburban feel

Negative qualities:

- Modern, less sympathetic buildings sometimes undermine historic character of the village core and reduce the cohesiveness of the streetscape e.g. the community hall complex is low-rise and extensive, not in keeping with character of the historic core.
- Loss of traditional architectural features due to unsympathetic building alterations gradually undermines the cohesiveness and quality of built character.
- Prominence of roads and traffic (A308, A3008, A311) through the historic streetscape creates a lack of pedestrian space/little space for trees/outdoor furniture. The road severs the historic relationship with the river and undermines the tranquil, riverside/ suburban setting.
- Riverside is increasingly privatised.

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. The following comments were raised relating to the wider Hampton/ Hampton North wards:

- More banks
- Need better cycle routes
- Community office hubs
- Need better lighting and transport to support safer nightlife
- Want a cinema
- Need better use of the riverside and ports
- More EV charging points
- Space for locals to sell their crafts
- Accessible riverside
- Want a hardware shop
- Overall website for the area
- More links to Hampton North needed
- More parking needed
- No idling signs
- Community speed watch for 20mph enforcement



Source PTALS © TFL Strategic Analysis

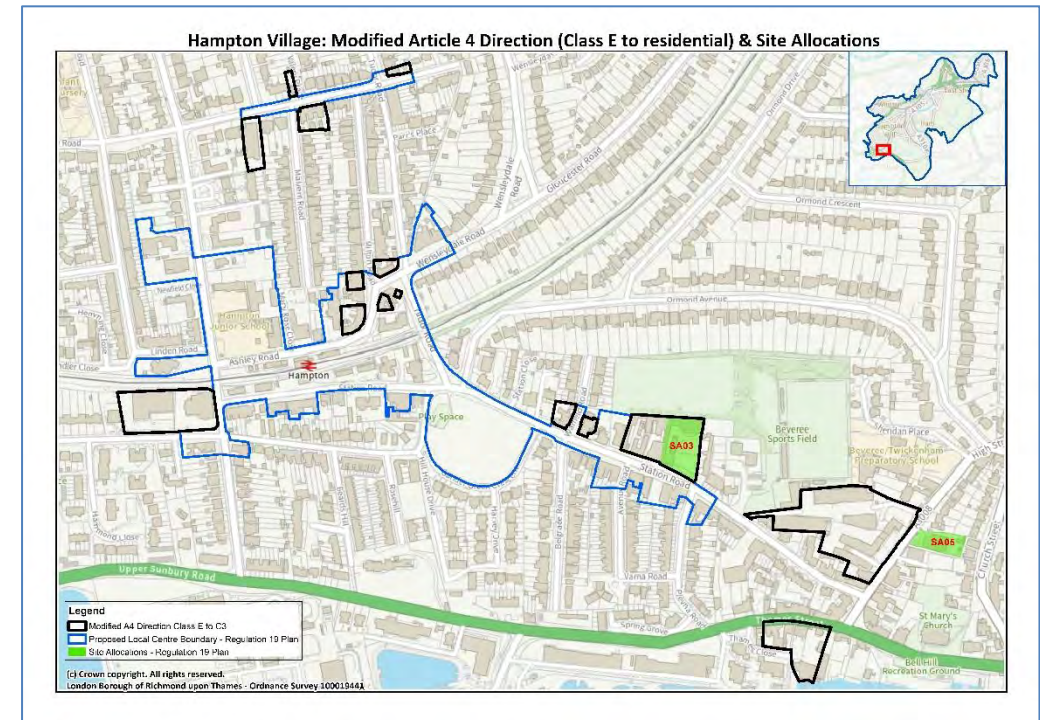
The Council sought an [Article 4 Direction](#) to restrict the change of use from Class E to residential which was modified by the Secretary of State in collaboration with Council officers and came into force on 29 July 2022⁵.

There are several blocks in Hampton Village where There are various Site Allocations within the centre which are included in the following map. Full text of the Area Strategy for Richmond and the Site Allocations form part of the Regulation 19 Local Plan and can be viewed on the Council’s website.

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.

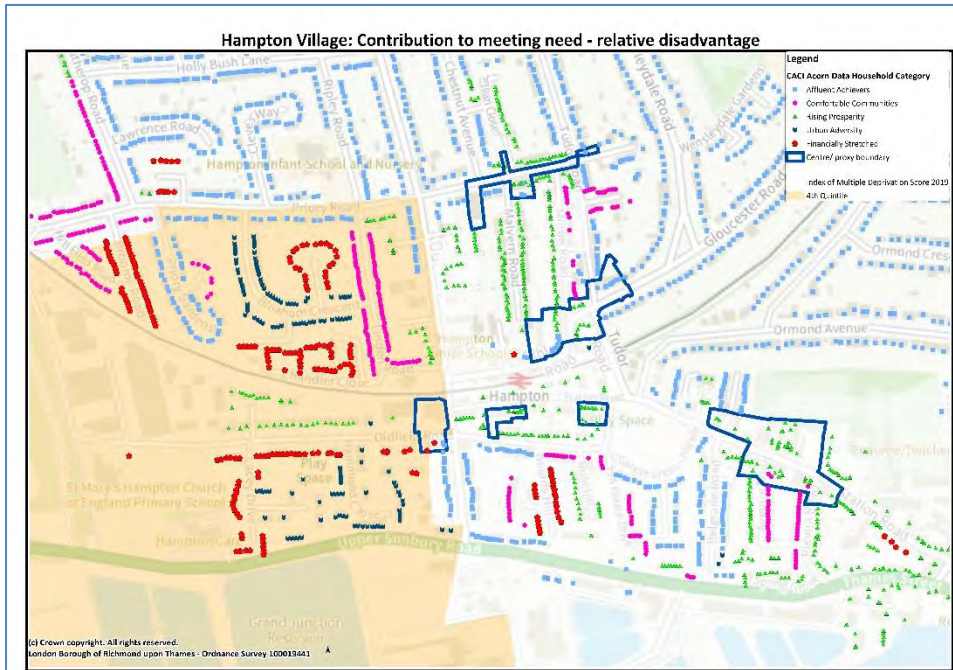
Clearly Hampton Village is serving an area which is poorly provided for in terms of public transport accessibility.



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	Hampton Green	Listed Building	✓	Castle Business Village and Mount Mews.
Butcher	✓	Health facilities/vet:		Gym/fitness	Curves	BTM	several	ILBP: Oldfield Road
Newsagent		GP/health centre	✓ Hampton Medical Centre, Priory Rd	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	Centre nearest the Green Belt at Hampton Water works	Other
Chemist	✓	Vet	✓	Music venue/night club	Hampton Hub	OOLTI	Hampton Green, Beveree Playing Field	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		POS	Hampton Football Club, Hampton Village Green.	
Provision: Waitrose, Hampton Food Centre*		Pub/wine bar	✓ Worlds End PH, The Railway Bell	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school	Hampton Junior School			
		Other:		Day nursery	Grassroots			
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre	✓ Hampton Hub, Hampton Social Club Linden Hall			
				Library	Rosehill			
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Cobbler, pet grooming, optician	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								



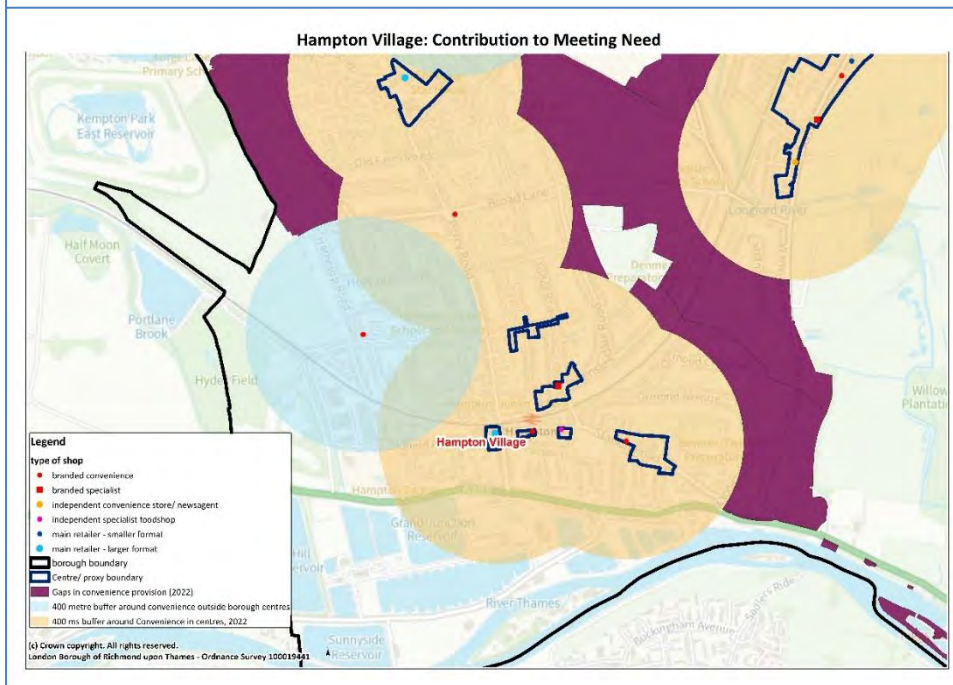
Centres meeting the needs of those living in areas which are relatively disadvantaged:

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 Village serves a mixture of household types, these include those living to the west categorised as “financially stretched” or in “urban adversity”, also an area identified as relatively disadvantaged.



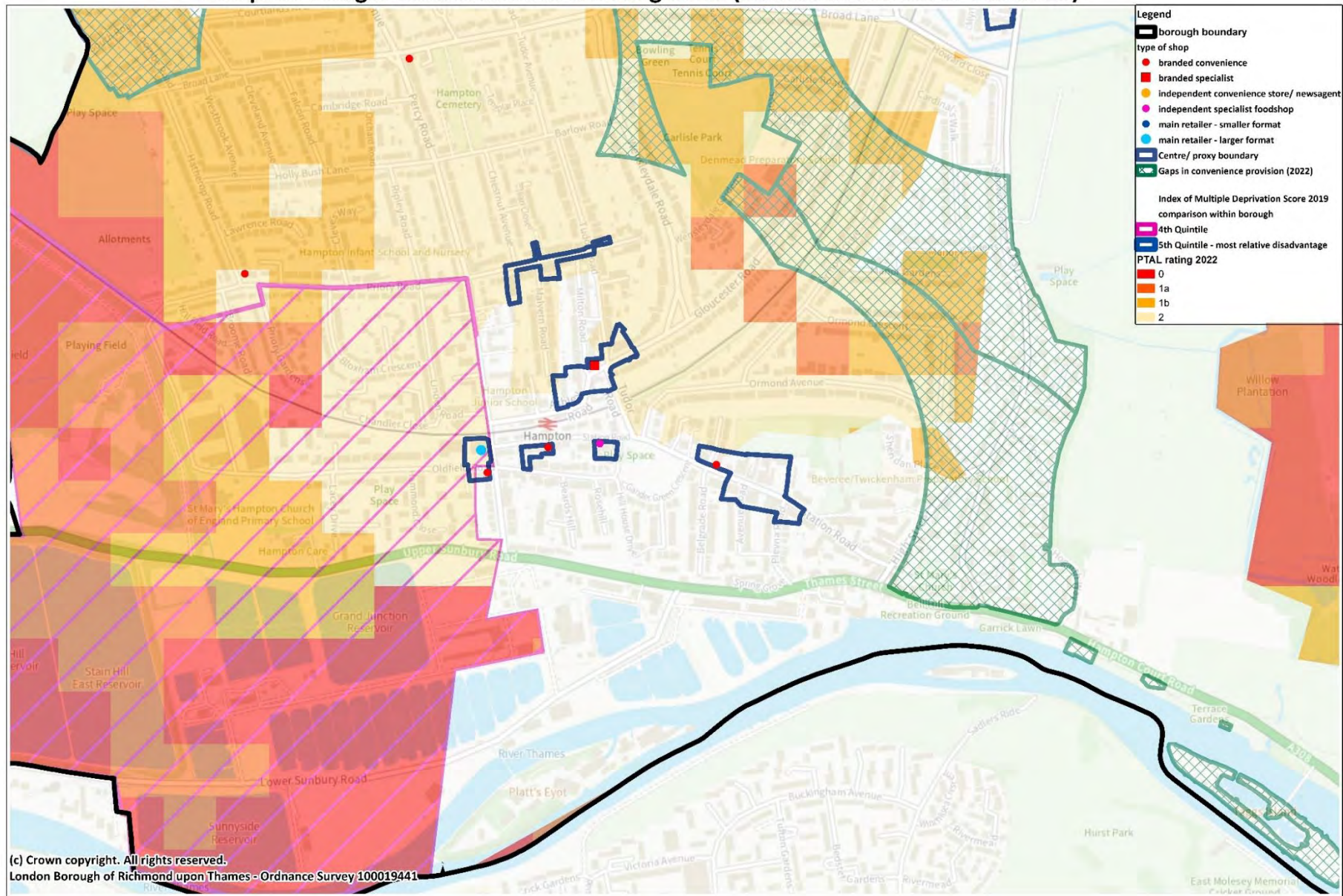
Centres meeting the needs of those living more than 400 metres from provision:

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

Along with Hampton Hill, Hampton Village has an important role to play in meeting the needs of those living more than 400 metres from convenience provision. It is one of the few centres serving these communities, who also live in an area poorly served by public transport and in addition contribute to serving those identified as relatively disadvantaged, as illustrated on the map overleaf.

Source: SSA GIS mapping

Hampton Village: Contribution to Meeting Need (Cumulative Effect of Variables)



Source: SSA GIS mapping

Summary:

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

The centre has a British Rail station with a fairly limited service and overall public transport accessibility is relatively poor.

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

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

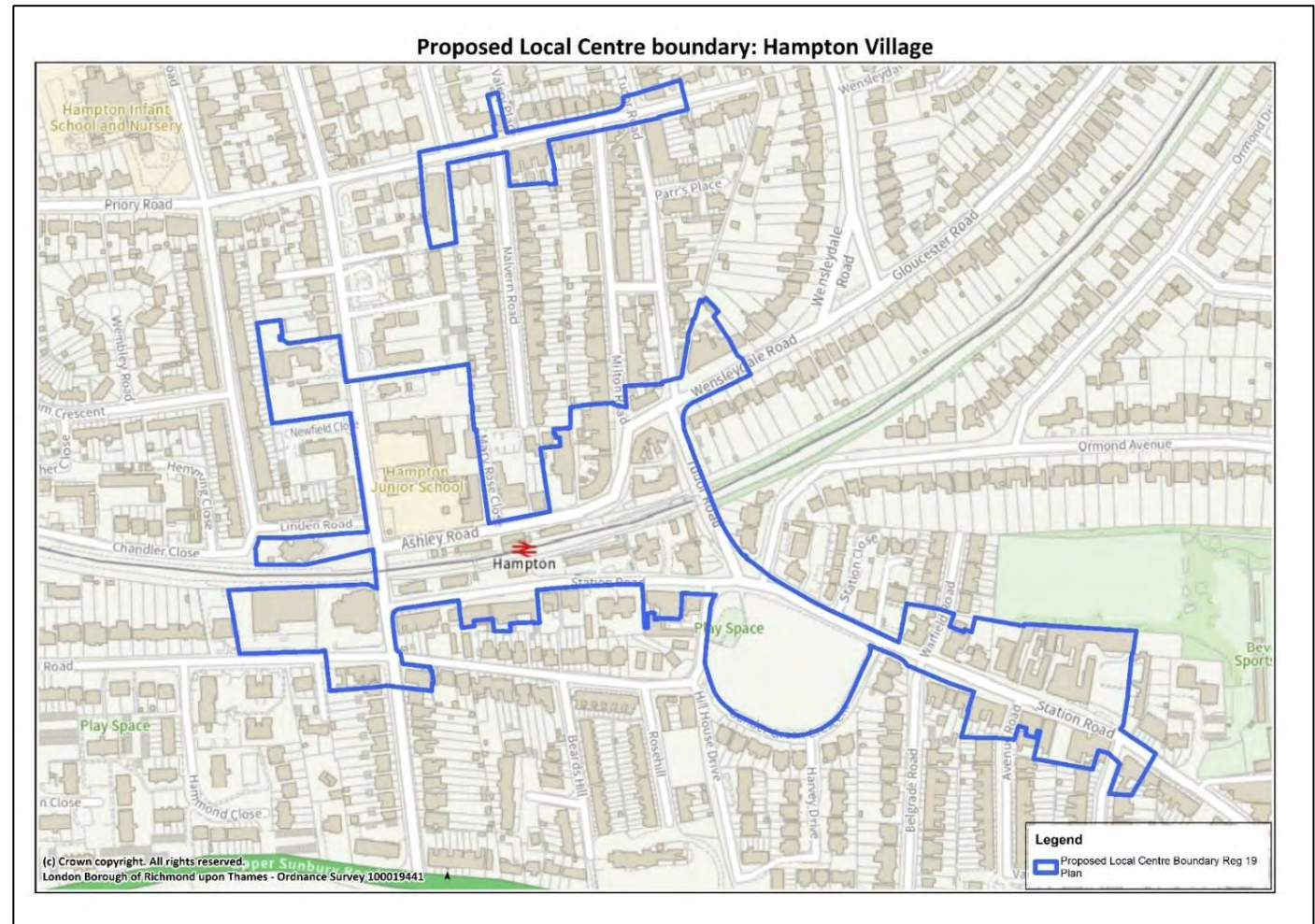
Hampton Village serves a population to the north which has been identified as being more than 400 metres from convenience shopping. It also serves a population to the west which is relatively disadvantaged in a borough context according to the 2019 Index of Multiple Deprivation⁹. The combination of these factors reveals the importance of the centre for the community and the need to support its vitality and viability and role as a provider of local shopping and services. In addition, as referred to above, despite the train service, public transport accessibility is poor. Hampton Village is also a centre with a discreet catchment (not overlapping with the 400 metre buffer of other centres).

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

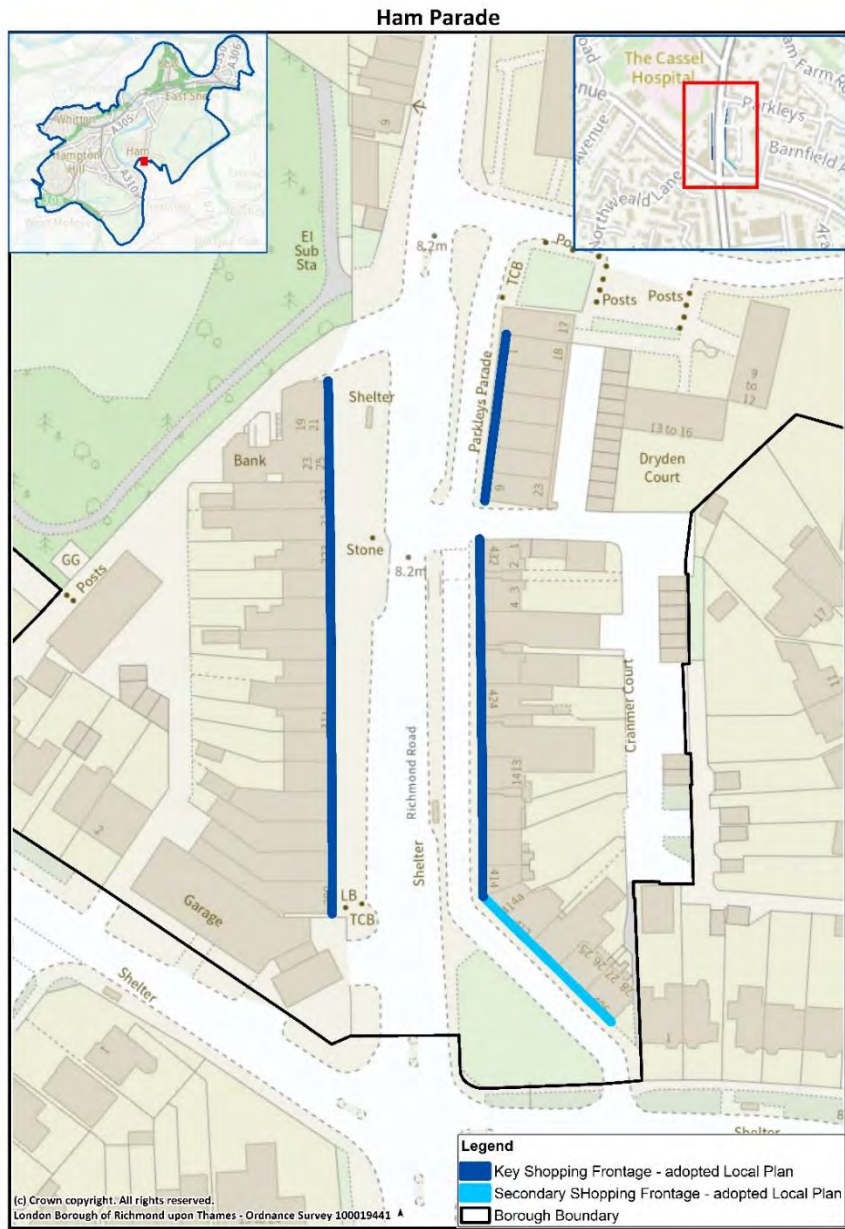
Recommendations:

Hierarchy: No change

Boundary: The proposed Local Centre Boundary is shown on the map above.



2.5 Ham Parade



Parkleys Parade



Overview:

Ham Parade is a compact and important local centre close to the boundary with the Royal Borough of Kingston upon Thames.

It is the largest centre within the adopted Ham & Petersham Neighbourhood Plan which sets out a vision for the area. Public realm improvements are sought in Ham Parade.

Site Allocation SA 24 (Publication Local Plan numbering) – the Grade II listed Cassel Hospital if implemented could provide additional residents which would be served by Ham Parade for top-up shopping.

The centre is crucial in providing essential shops & services for residents, including those within the neighbouring borough, but particularly in meeting need for residents living more than 400 metres from alternative facilities. This is exacerbated by the bend in the river isolating the area somewhat from the wider borough. It is reflected in the PTAL map⁸ for the area, which identifies where public transport accessibility is poor and is in fact closely correlated with the area identified as having a gap in provision. There is also a close relationship between the less accessible area to the west of the centre and the area identified as being relatively disadvantaged within the borough according to the 2019 Index of Multiple Deprivation⁹.

Although a relatively small local centre, its role in meeting local need is clear.

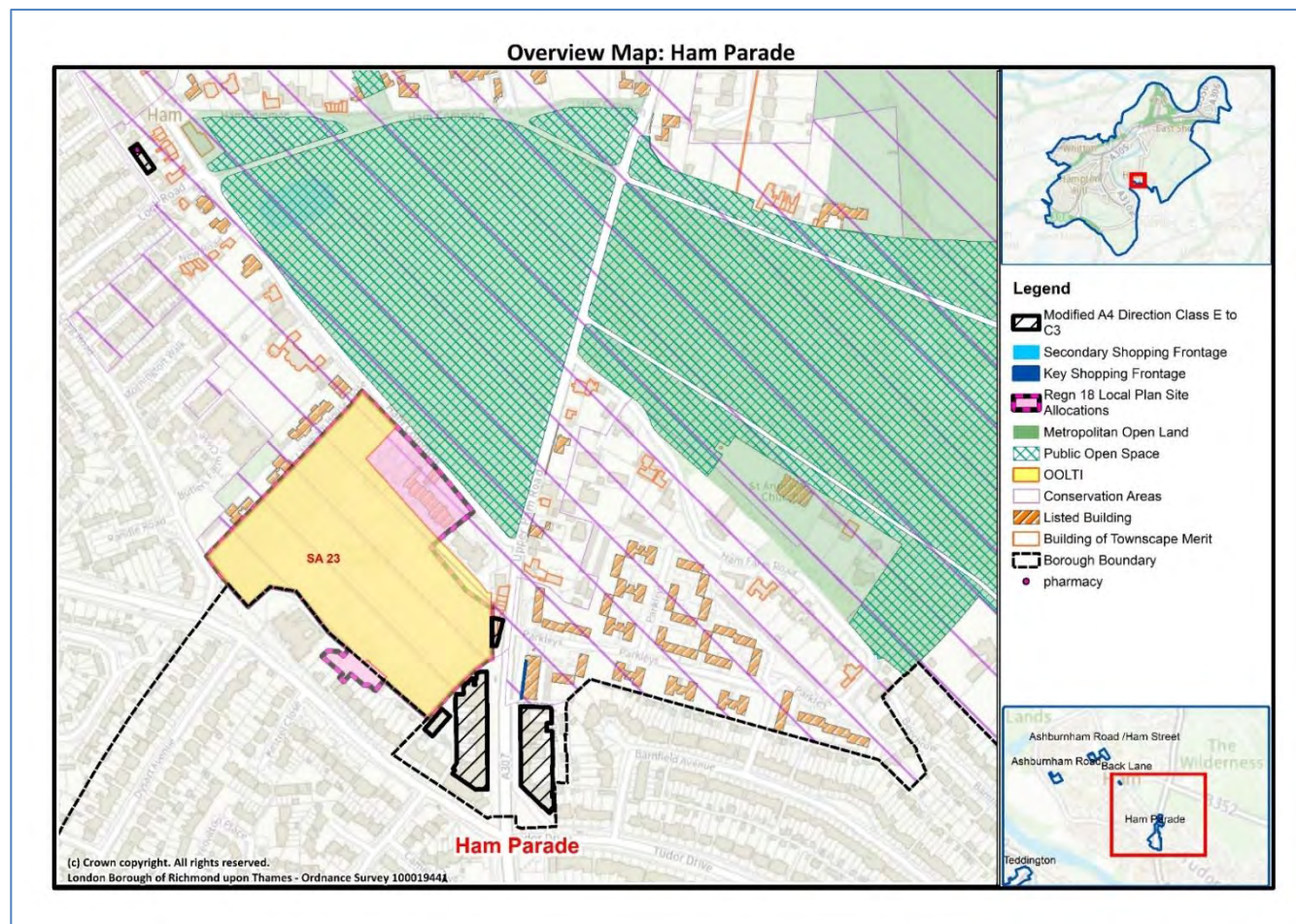
Policy & designations:

Adopted plan¹: Ham Parade is classified as a local centre in the adopted Local Plan centre hierarchy and is not defined by an Area of Mixed Use boundary.

KSF at Nos. 1-6 Parkleys Parade (consecutive) and Nos. 21-31 (odd), Upper Ham Road, Richmond. KSF at Nos. 299-323 (odd) and Nos. 414-432 (even), Richmond Road, Richmond. SSF at Nos. 406-414a (even), Richmond Road, Richmond. SA 16 – Cassel Hospital (nearby), SA 15 Ham Close.

Regulation 18 Local Plan: as adopted Plan. SA 23 – Cassel Hospital (nearby), 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 Plan (Regulation 19) LP³: Local Centre Boundary, SA 24.



Ham & Petersham Neighbourhood Plan⁶: Ham Parade is the largest centre within this neighbourhood plan which sets out a vision for the area: “to build on the identity of Ham and Petersham as a distinct and sustainable mixed community giving great opportunities to live and work within a semi-rural historic landscape whenever viable, residents will have access to education, shopping, working, cultural and other opportunities within Ham and Petersham so as to foster a greater sense of belonging and identity. 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.” In relation to Ham Parade specifically, the Neighbourhood Plan seeks enhancement of the centre through public realm improvements.

Related strategies/ Partners:

- [Ham and North Kingston Community Investors \(CIC\) – Ham Parade Market](#)

The CIC has the aim to carry out activities which benefits the community. In particular to support, enhance and improve retail and community facilities in the Ham and North Kingston area; provide the residents with the opportunity to invest in their own retail and community facilities and provide opportunities to participate fully in the life of their community in ways which promote community integration; address and alleviate social and economic disadvantage. It also aims to promote general charitable purposes, activities, events and projects which may be decided from time to time for the benefit of the community. An important focus of CIC’s activities is the Ham Parade Market.

Urban Design Study 2023¹²: Please see the full document on the Council’s website.

Ham Parade is located within the Ham Common and Riverside character area, but also serves the Ham and Petersham Residential character area.

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 Consultation: No responses specifically relevant to this centre.

A schedule of all comments in full can be viewed on the Council’s website²⁴.

Public Realm Improvement Fund:

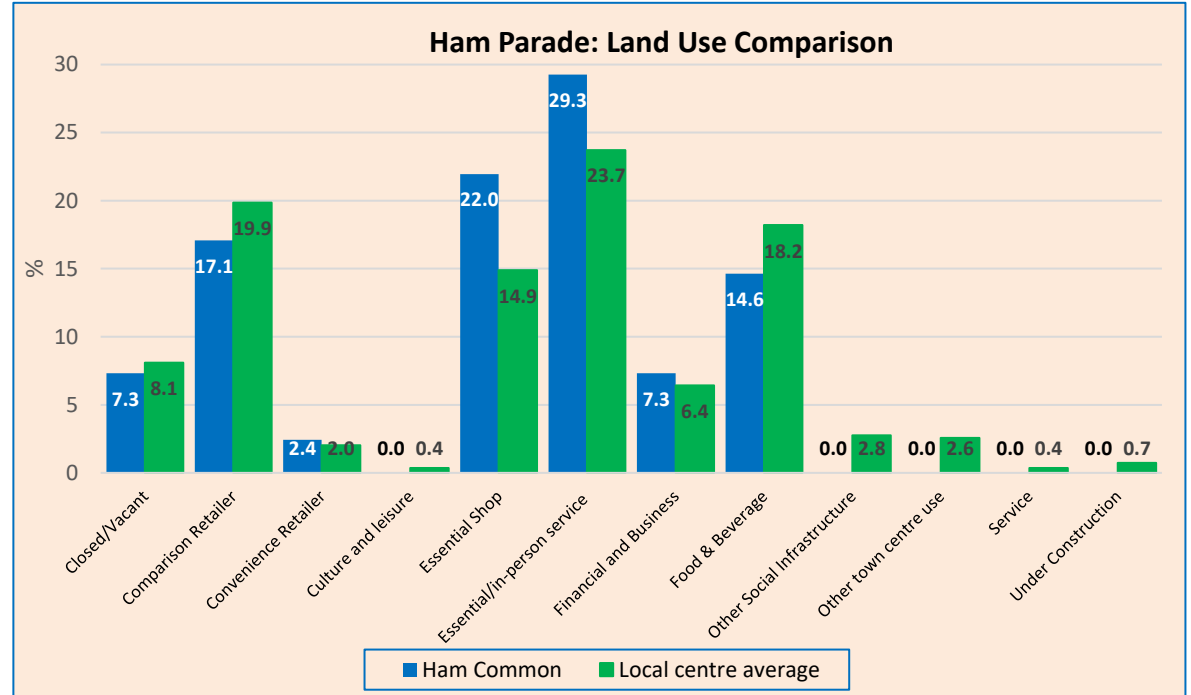
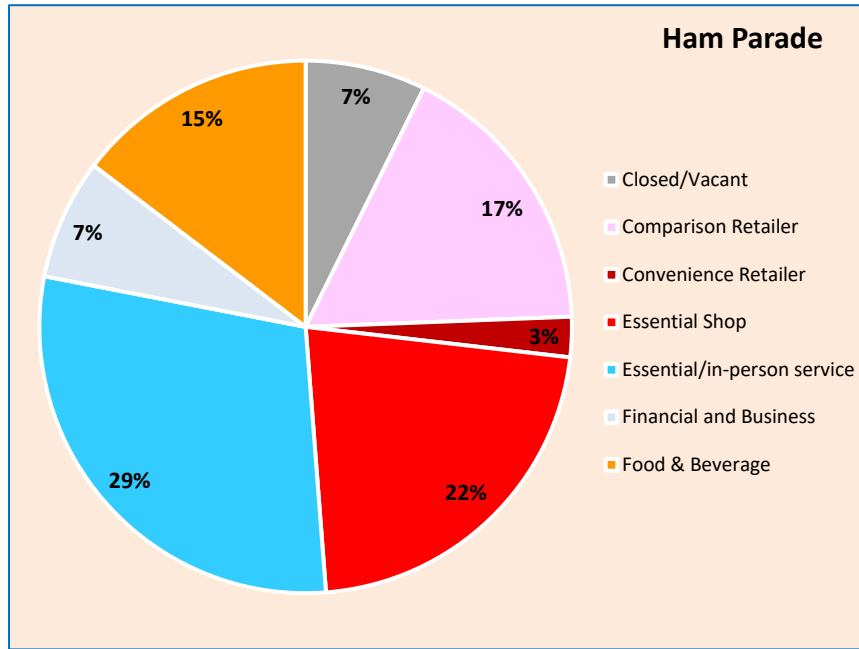
Progress of projects funded by Public Realm Improvement Fund (as at September 2022)²²

Improvement	Progress
Enhancement of public realm alongside improved access for pedestrians and cyclists focusing on eastern side of Ham Parade	Scheme to improve trading environment for businesses and the market, in line with the ambitions for Ham Parade as detailed within the Adopted Ham Local Plan. Scheme design subject to further development and public consultation. The consultant Project Centre has been instructed to prepare detailed designs. Estimated Completion Q3 2023 Following detailed design, 6 weeks consultation period with online consultation page and reporting to committee for sign off (statutory consultation needed given changes to parking, public highway, traffic signals) findings reported to committee) Then subject to weather conditions and receipt / supply of materials.
Update Feb 2023²³	Two design options for the Ham Parade project have been agreed and are being worked up in more detail with a view to going to public consultation in the Spring. Subject to the consultation response, completion of this scheme is scheduled for early 2024.

⁶ https://www.richmond.gov.uk/media/16749/hpn_plan_2018_to_2033_january_2019.pdf

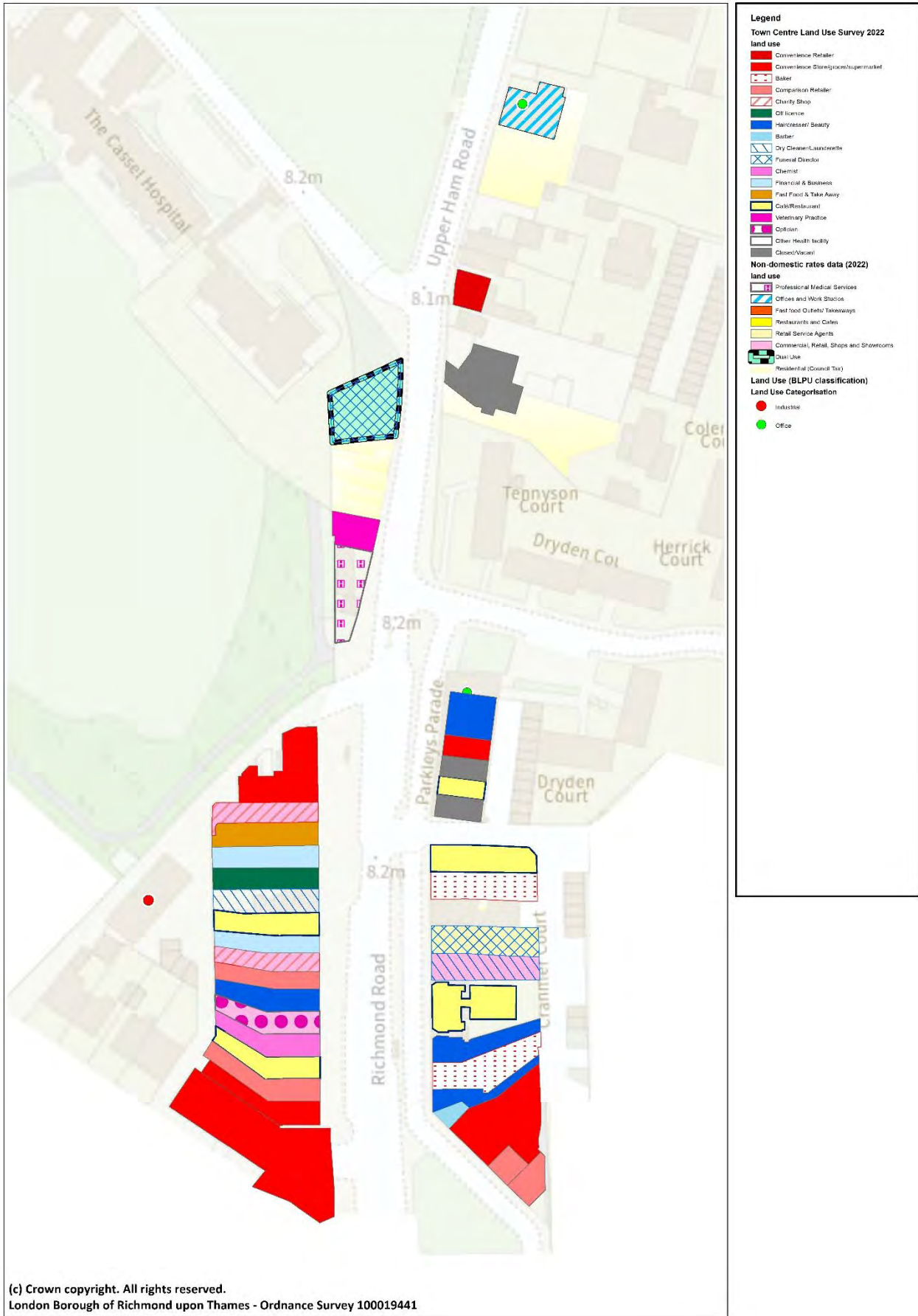
Composition of centre

Ham Parade has approximately 41 commercial units recorded as part of the Council’s 2022 Town Centre Land Use Survey¹⁴, making it numerically the smallest local centre. Compared to the average local centre, Ham Parade has a larger proportion of outlets categorised as essential and also businesses providing essential/in-person services. This helps to support the centre in facilitating “Living Locally” by providing shops and services that people need.



Source: SSA Town Centre Land Use Survey 2022¹⁴

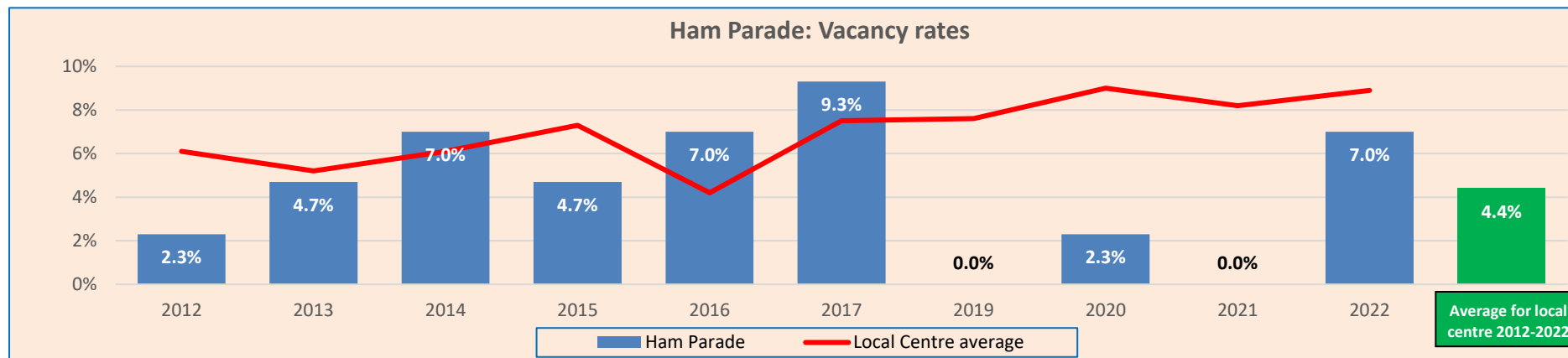
Ham Parade: Land Use Map



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London Borough of Richmond upon Thames - Ordnance Survey 100019441

Vacancy rates:

In 2022 Ham Parade's all frontage vacancy rate was identical to the local centre average, 7%, compared to the year before when it was zero. 7% amounts to 3 vacant units. This increase is due to the closure of a furniture shop, hardware shop and the refurbishment of the Hand & Flower pub (the latter of which has reopened since the 2022 survey was undertaken). As the graph below shows, Ham Parade's all frontage vacancy rate has fluctuated considerably in the past. Some of this increase may result from temporary vacancies as properties with prior approval for change of use were made ready for new occupiers. Although, certainly in recent years it has remained below the average for this type of centre.



Source: SSA Town Centre Land Use Survey 2022¹⁴

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

Valued features include:

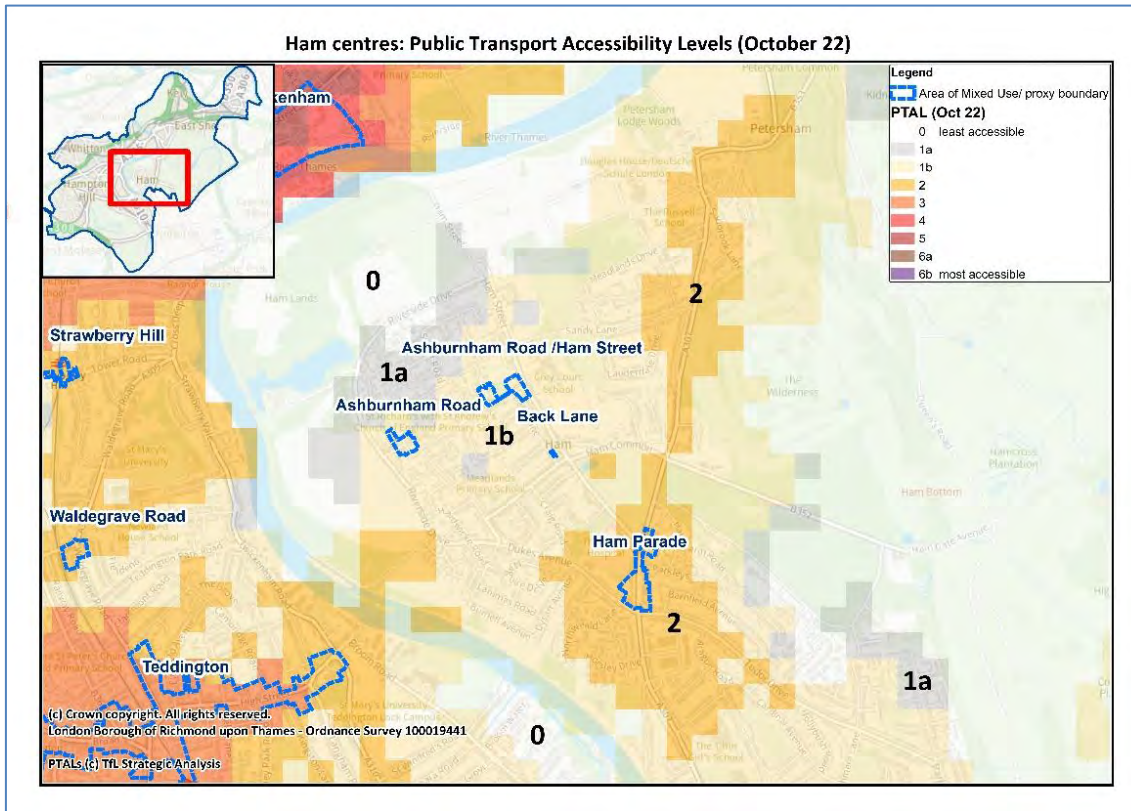
- Local parades, important in providing community services and shops, particularly valued in the context of the relatively poor transport accessibility of the area.

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

- Ham parade of shops - using more now compared with Richmond town centre - become more vibrant with market and new shops.
- Community ownership of Ham Parade developing from Ham Market, so that local people can set rents/business charges.
- Independent bookshop and delicatessen on Ham Parade are invaluable.
- Ham Parade is dominated by cars and traffic – pedestrianize
- Bins near Sainsbury's (Ham Parade) need improving/removing due to excessive fly tipping
- Local shops excellent for necessities, hardware shop seen as particularly valuable, but main shop and evening restaurants in Kingston or Richmond town centres
- Need for Post Office/bank
- 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.

Opposite is an important map which illustrates that Ham centres serve an area which is amongst the very least accessible in terms of PTAL ratings.

This is no doubt related to the position of the centres in the bend of the River Thames to the west and being bounded by Richmond Park to the east.

Source PTALs © TfL Strategic Analysis

Ham Parade is within the boundary of the [Article 4 Direction](#) to restrict the change of use from Class E to residential as modified by the Secretary of State which came force on 29 July 2022⁵. Inclusion reflects the need to sustain the important role of Ham Parade in meeting need and assists in facilitating the aspirations of the Ham & Petersham Local Plan.

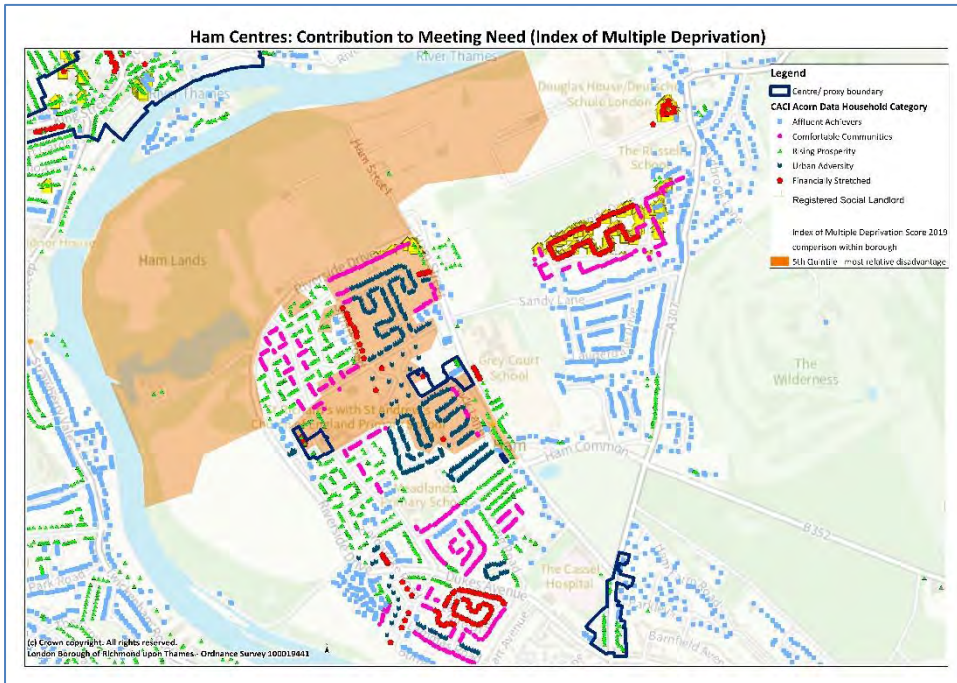
Full text of the Area Strategy for Richmond and the Site Allocations form part of the Publication Local Plan³ and can be viewed on the Council’s website. SA 24 – the Cassel Hospital borders this centre and should it become surplus to requirements the site could be redeveloped and converted taking into account the framework established by the Site Allocation and Policy 05 in the Ham & Petersham Neighbourhood Plan.



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	Partly – CA 67	KOA/KBA:
Baker	✓	Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	✓ Ham Common – no formal playground.	Listed Building	Several including the Grade II listed Parkleys Estate.	
Butcher		Health facilities/vet:		Gym/fitness		BTM	✓	ILBP:
Newsagent	✓	GP/health centre	None in centre. GPs at Lock Rd, Tudor drive, Ham Clinic	Yoga/Pilates (separate from gym)		Registered Park & Garden	Richmond Park	
Fishmonger		Dentist/orthodontist	(Ashburnham Rd)	Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist		Theatre	✓	Open space designation:		
Off licence	✓	Physiotherapist/osteopath	✓ Physio Extra	Cinema		MOL	Includes Richmond Park, Ham Common	Other
Chemist	✓	Vet	✓	Music venue/night club		OOLTI	Cassel Hospital	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse		LGS		
Provision: Sainsbury, independents		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	Greenwood Community centre 1A School Road			
		Bank/building society		Community Centre	✓			
			Has ATM	Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant	Optician, MOT test centre, Petrol filling station, funeral director		Museum/Gallery			
			Proximity to major attraction:	Richmond Park, Ham House				
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓								
Asset of Community Value = N								



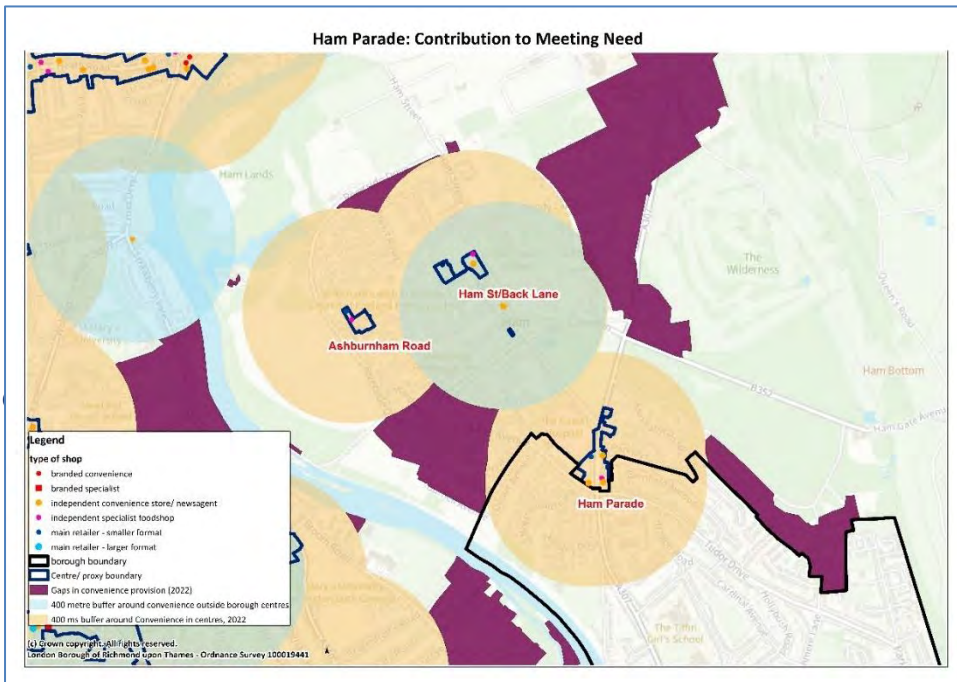
Centres meeting the needs of those living in areas which are relatively disadvantaged:

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.

Ham Parade serves a real mixture of communities according to the ACORN classification including those more and less well off. As the largest centre in the area it will contribute to serving the area to the northwest identified as being amongst the most disadvantaged in the borough (orange shading on map opposite).

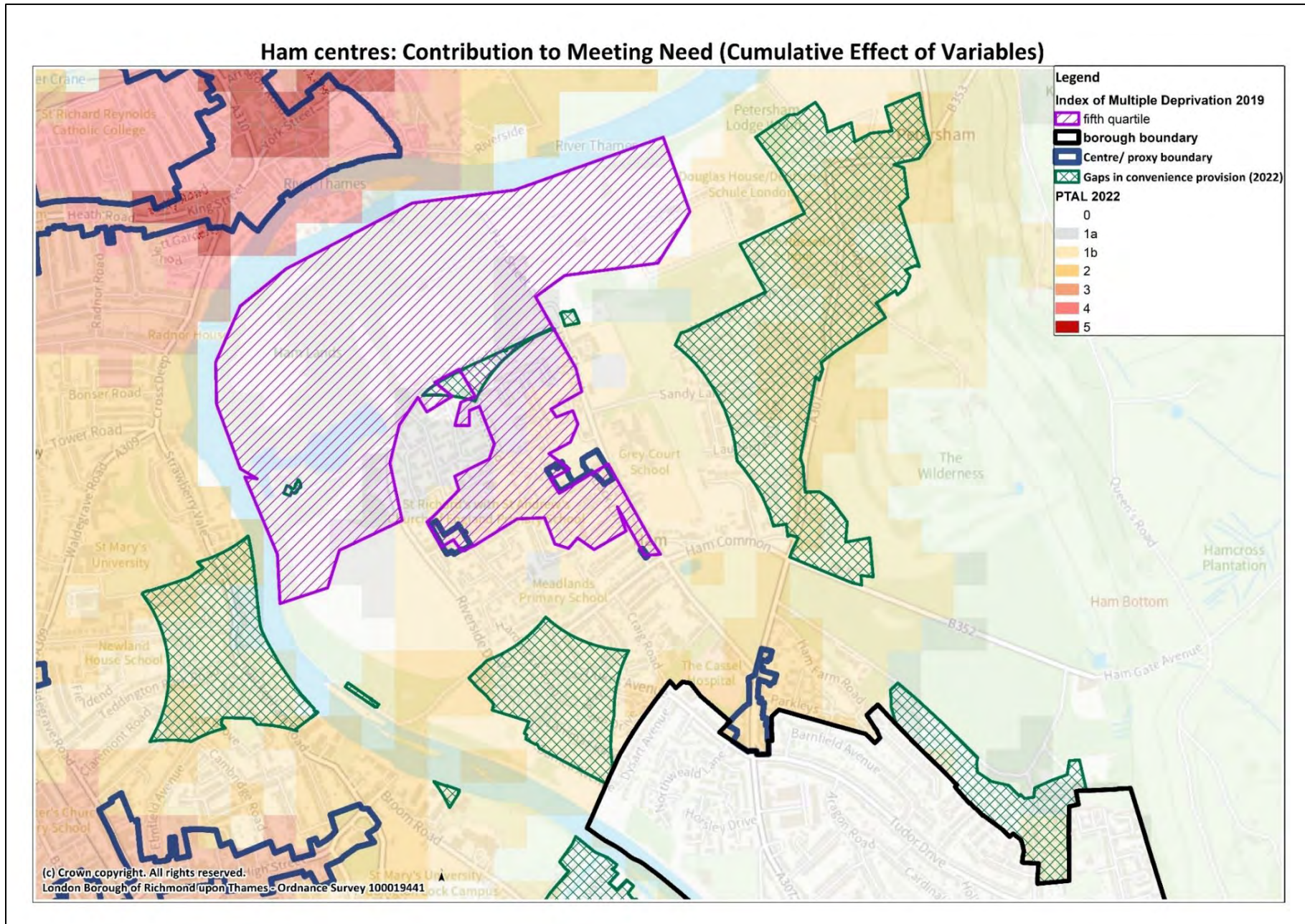


Centres meeting the needs of those living more than 400 metres from provision:

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

The three centres in Ham and Petersham: Ham Parade, Ham Street/Back Lane and Ashburnham Road clearly make a very significant contribution to meeting convenience need in the area, including for residents living in the Royal Borough of Kingston upon Thames in parts of the Tudor estate and communities on both sides of the Richmond Road.

They serve an area where residents live more than 400 metres from alternative facilities (mapped in purple). This is exacerbated by the bend in the river isolating the area from the wider borough. It is reflected in the PTAL map for the area (map above), which identifies areas with the least public transport accessibility, and is in fact closely correlated with the area identified as having a gap in provision. There is also a close relationship between the less accessible area to the west of the centre and the Lower Layer Super Output Area¹⁸ (orange on map) which illustrates areas which are relatively disadvantaged within the borough according to the 2019 Index of Multiple Deprivation⁹.



Source: SSA GIS mapping

Summary:

Ham Parade is a compact and important local centre close to the boundary with the Royal Borough of Kingston upon Thames. The adopted Ham & Petersham Neighbourhood Plan sets out a vision for the area: “to build on the identity of Ham and Petersham as a distinct and sustainable mixed community giving great opportunities to live and work within a semi-rural historic landscape whenever viable, residents will have access to education, shopping, working, cultural and other opportunities within Ham and Petersham so as to foster a greater sense of belonging and identity”. In relation to Ham Parade specifically, the Neighbourhood Plan seeks enhancement of the centre through public realm improvements.

The Publication Local Plan (Regulation 19 Local Plan) Site Allocation SA 24 – the Grade II listed Cassel Hospital if implemented could provide additional residents which would be served by Ham Parade for top up shopping.

The centre has a range of shops, a larger than average proportion of shops classified as essential (in the Local Plan) than the average for this type of centre and services and a regular and popular market.

Ham centres, and Ham Parade in particular, play a vital role in providing shopping & services for those living in this part of the borough, one of the least accessible areas located in a bend in the River Thames. It is reflected in the low PTAL ratings for Ham and Petersham which is in fact closely correlated with areas identified as having a gap in provision. There is also a close relationship between the less accessible area to the west of the centre and the area which is identified as relatively disadvantaged within the borough according to the 2019 Index of Multiple Deprivation⁹.

Ham Parade is the largest of the 3 centres/parades in the area albeit that its main convenience store is a relatively small Sainsburys Local located in a former Lloyds bank. (Ashburnham Road parade includes a Tesco Express.) There is no neighbourhood-sized store in this part of the borough.

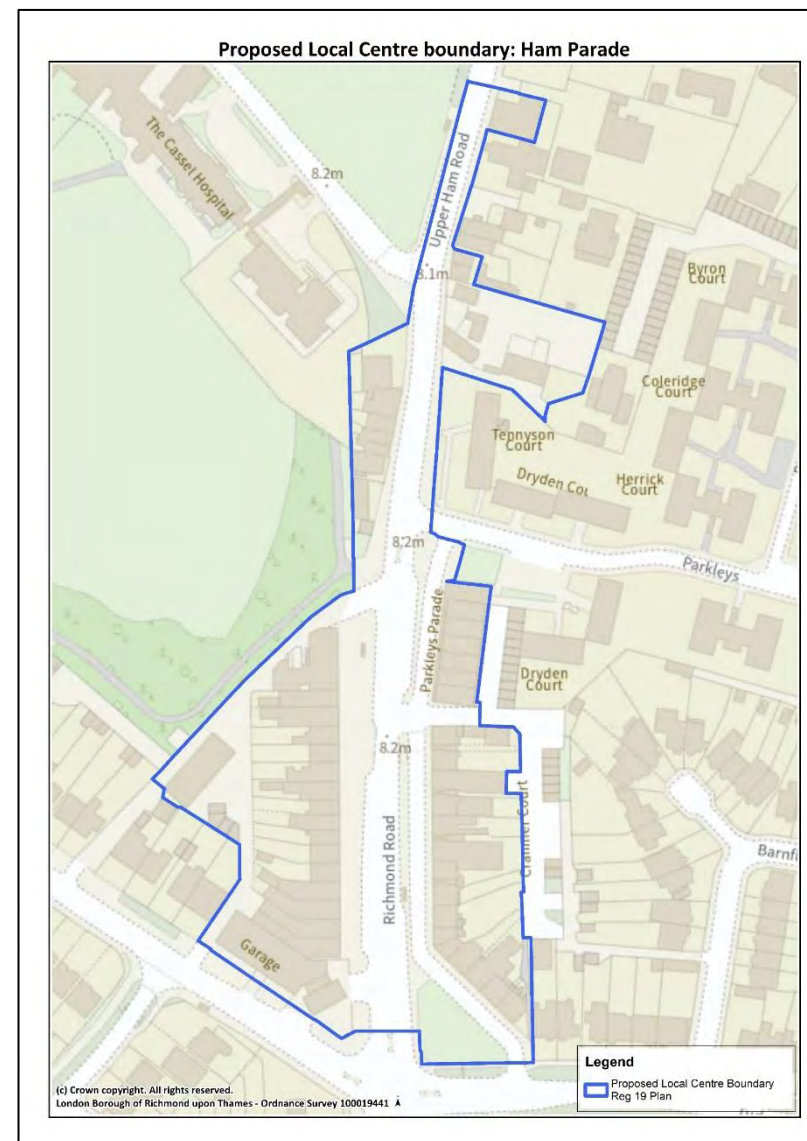
Funding has been made available for improvements to the centre via the Public Realm Improvement Fund to enhance the public realm and improved access for pedestrians and cyclists focusing on eastern side of Ham Parade. However, new businesses have opened including the bookshop (Parades End) and Ham Food Centre providing an alternative to the Sainsburys Local.

Although one of the smaller local centres, its role in meeting need is clear, and justifies Ham Parade’s designation as a local centre. Ham Parade did not have an Area of Mixed Use boundary in the adopted Plan. The Local Centre Boundary proposed is tightly drawn around commercial premises and community uses with reference to the Article 4 Direction boundary which restrict change of use from Class E to residential, taking account of exceptions to the PD right.

Recommendations:

Hierarchy: No change. The vitally important role Ham Parade plays in meeting need justifies its position in the hierarchy as a local centre. In addition, retention of this designation helps to support the aspirations of the Neighbourhood Plan to support a sustainable community, a very significant centre in meeting local need.

Boundary: For consistency and to facilitate policy implementation, a centre boundary is proposed which is shown on the map above and will be displayed on the Policies map following consultation. The boundary includes the main shopping parades on the Richmond Road and extends to include other commercial businesses.



2.6 Kew Gardens



Station Parade, Kew



Overview: Kew Gardens is a lively and attractive centre of approximately 50 units on either side of Kew Gardens British Rail & London Underground Station. It is the most significant centre in the Kew area located within a bend in the River Thames and serves a substantial local catchment. The nearby parades at Kew Green and Sandycombe Road have a limited role in meeting top-up shopping needs compared to the range of shops and facilities available in this local centre. This local centre caters for tourists including those visiting Kew Gardens but also for the local community.

Most of the centre falls within PTAL 4 (6 indicating high accessibility & 0 indicating low accessibility) making it highly accessible compared to most centres below town centre level in the borough.

The emerging Local Plan seeks to “conserve the high-quality, traditional, frontages along the parade area.. and maintain a sense of activity and vibrancy.”

Vacancy rates have typically been low in the past particularly on the western side of the railway line.

The centre includes Blake Mews Key Business Area.

The completion of the Kew Riverside scheme increased the amount of housing in the area considerably. Further significant housing development was completed at the Inland Revenue site in 2018 and permission has been granted for 88 additional units at the Kew Biothane site nearby in 2020.

With the exception of Layton Place, the centre has Conservation Area status. Kew Gardens Railway Station and footbridge are Listed Buildings.

Marks & Spencer at Kew Retail Park currently has c.750m2 of food retail which serves a local role also. Note also that there is a Site Allocation in the emerging Plan for Kew Retail Park which is expected to include some retail and other town centres uses as well as housing.

Policy & designations:

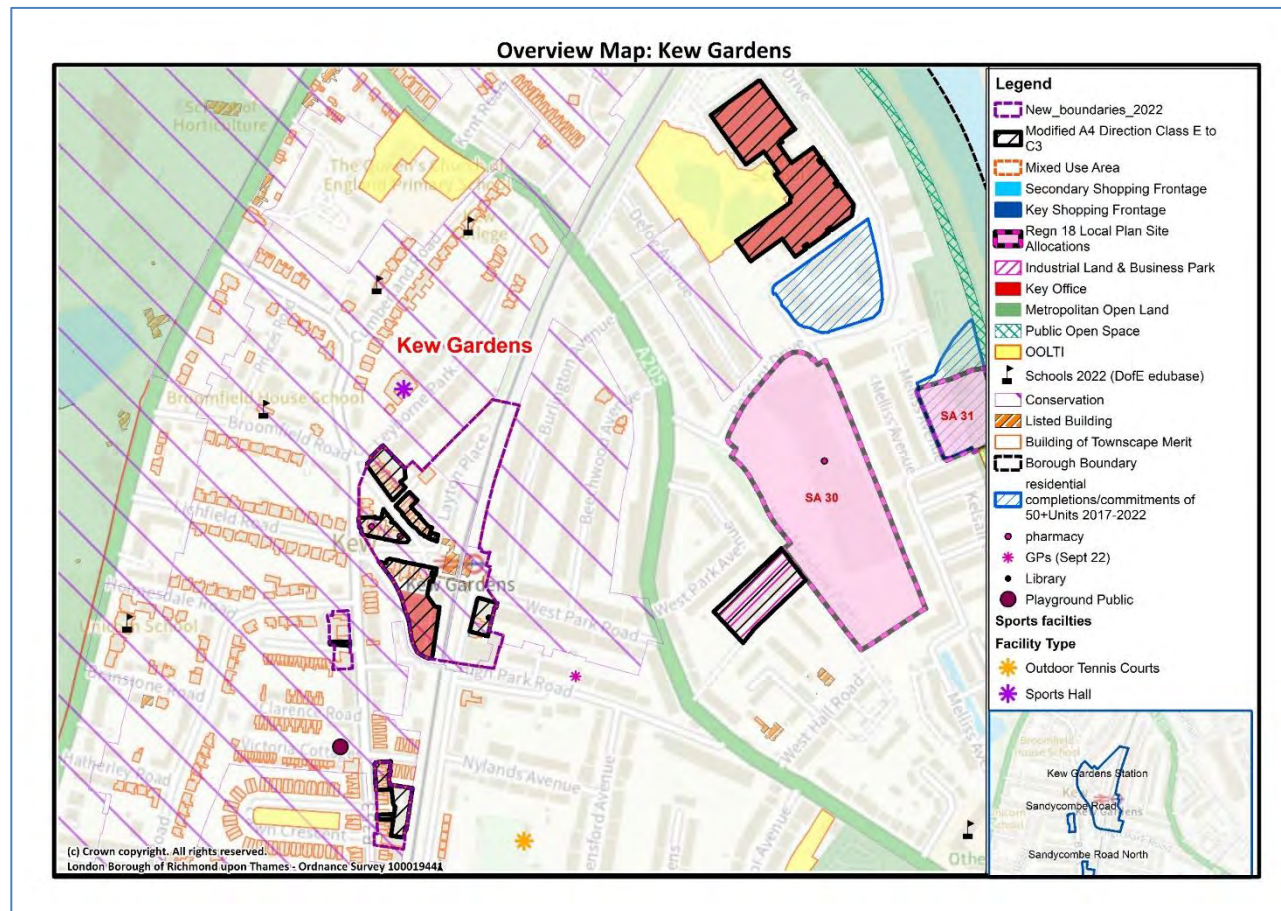
Adopted plan¹: Kew Gardens is classified as a local centre in the adopted Local Plan centre hierarchy and is defined by an Area of Mixed Use boundary.

KSF at Nos. 1-9 (consecutive) Station Approach, Kew and Nos. 1-17 (odd) and Nos. 2-19 (even) Station Parade, Kew. SSF at Nos. 102-109 (consecutive) North Road, Kew and Nos. 1-9 (consecutive) Royal Parade, Kew.

KOA: Blake Mews, Station Avenue.

Regulation 18 LP: as adopted Plan. KOA renamed KBA. SA 30 Kew Retail Park – includes some retail in allocation.

Publication Plan (Regulation 19³): Local Centre Boundary, not in centre but nearby - SA31 – Kew Retail Park, SA 32 Kew Biothane.



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

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...”

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

- Conserve the high-quality, traditional, frontages along the parade area by Kew Gardens Station, with opportunities for retaining and enhancing the “spill-out” of venues, including restaurants, cafés and pubs, to maintain a sense of activity and vibrancy.
- Improve wayfinding at the Station and across the town centre to places of interest such as Sandycombe Road, National Archives and the Royal Botanic Gardens, Kew.
- 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/partners:

- [Conservation Area Appraisals](#)²⁵ – CA 15 – Kew Gardens, CA 73 – Burlington Avenue and West Park Road (part)
- [Village Plan SPD](#)¹³

Station Approach/Station Parade - The shops and cafes of Station Approach and Kew Station Parade form a distinctive and interconnected group of buildings with the station. There are a mix of scale and styles, of buildings with many fine traditional shop fronts including the single storey shop units nearer the station. Station Parade and Station Approach together form a largely late Victorian shopping area. The curious single storey retail units immediately adjoining the station itself and all the shops in this area are regarded as key or secondary shopping frontages, and the individual properties make a valuable contribution to the character of the Conservation Area, providing levity to an otherwise high density Victorian layout.

Proposed Action - Consider opportunities to enhance the ‘gateway’ areas at either side of the Station.

Includes section on shop front guidance which identifies positive features of existing shop fronts.

[The Kew Society](#) is a Registered charity dedicated to enhancing the beauty and character of Kew with its historic legacy of buildings and green spaces. The Kew Society reviews planning applications in Kew, plays an active role in the improvement of local amenities and keeps residents in touch with what is happening in the community.

[Kew Traders Network](#) The aim of the Association is to bring local traders together to share local issues, to support each other and to serve the interests of the local community.

Regulation 18 Local Plan Consultation²⁴:

Responses made by the Kew Society, RBK Kew, Old Deer Park Working Group, Prospect of Richmond (supported by the Friends of Richmond Green) and others which can be viewed in full on the Council’s website.

Responses include reference to mix of uses in the centre. Some support for controlling the level of coffee shops and in appropriate areas, allowing change of use to indoor sport/ social infrastructure uses. **A schedule of all comments in full can be viewed on the Council’s website.**

Urban Design Study

Kew Gardens is located within the Kew Residential character area.

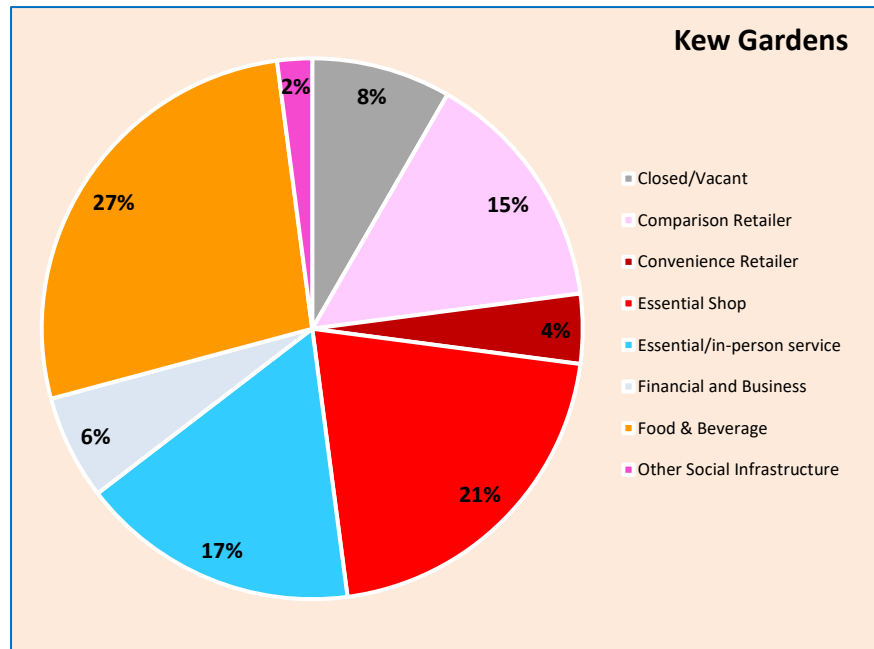
Local parades along Sandycombe Road and the Local Centre centred around Kew Gardens Station provide the focus of activity within the area and support numerous shops and cafés. There is an eclectic mix of shops, many of which are independent, and a number possess fine, traditional shop frontages. The shops and cafés at Station Approach are a cohesive group of buildings, spilling out onto the street and creating a “continental atmosphere”.

Kew Gardens and Riverside: The area is considered to have a high sensitivity to change. “The high value and susceptibility of the area mean that significant change is unlikely to be appropriate.”

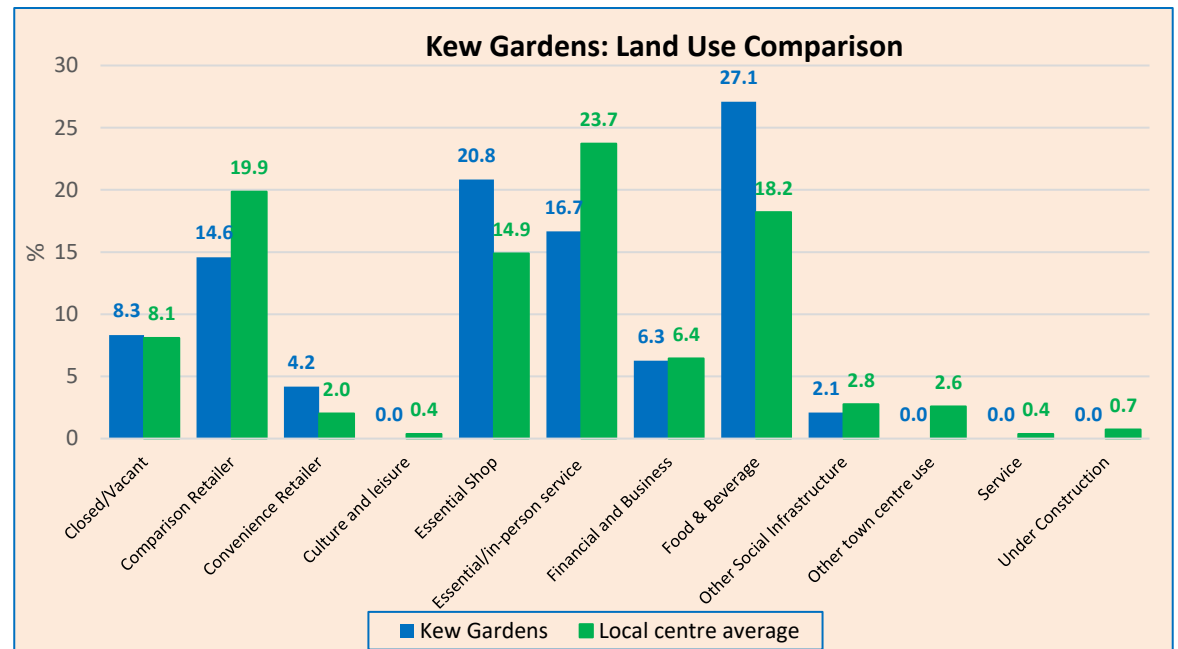
Composition of centre

Kew Gardens had 48 commercial/community units recorded as part of the Council’s 2022 Town Centre Land Use Survey¹⁴. Compared to the average local centre, Kew Gardens has a larger proportion of essential shops including a family butcher. The food and beverage sector is also over-represented, no doubt related to the centre’s role serving tourists. Kew Gardens has

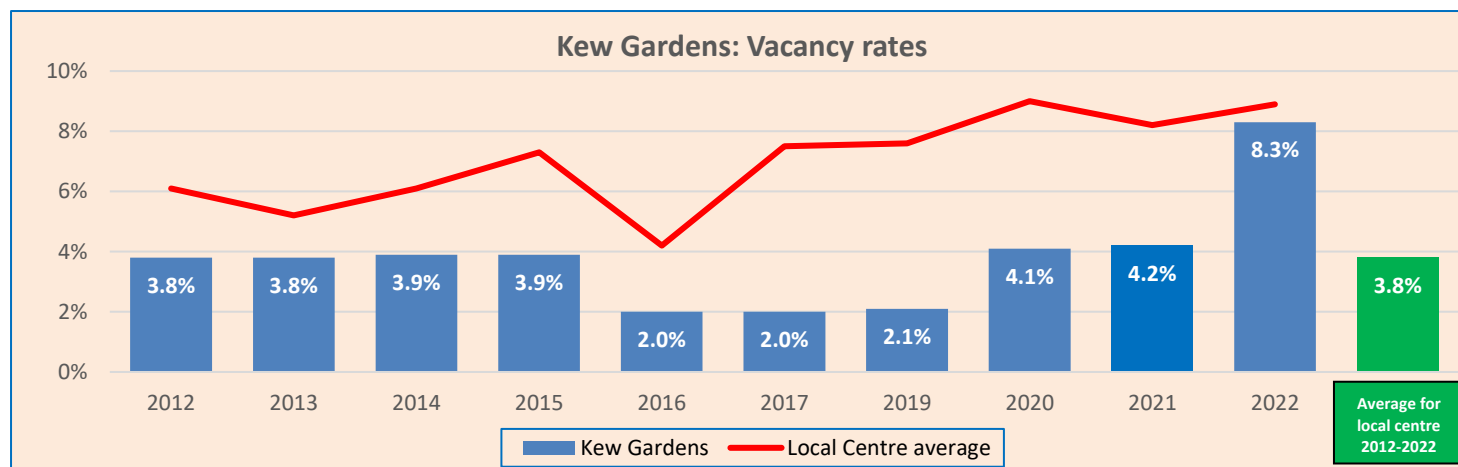
fewer comparison retailers and essential/in-person services than the average for this type of centre. Sandycombe Road, a parade close by, has several essential and other services not represented in the centre itself including a vet, physiotherapists and pet grooming.



Source: SSA Town Centre Land Use Survey 2022¹⁴



Source: SSA Town Centre Land Use Survey 2022¹⁴



Vacancy rates:

In 2022 Kew Gardens all frontage vacancy rate was 8.3% (4 units), up 4.1% compared to 2021 it is only marginally below the average for local centres of 8.9%. Between 2021 and 2022, a restaurant, hairdresser and opticians closed while a new fast food takeaway opened in a previously vacant unit. Until 2022 the vacancy rate for Kew Gardens has consistently been low and lower than the average local centre. It would be prudent to continue to monitor the vacancy rates going forward.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Kew Gardens: Land Use Map



Legend

Town Centre Land Use Survey 2022
land use

- Convenience Retailer
- Convenience Store/grocer/supermarket
- Baker
- Butcher
- Comparison Retailer
- Charity Shop
- Office/centre
- Hairdresser/ Beauty
- Dry Cleaner/Laundrette
- Chemist
- Financial & Business
- Fast Food & Take Away
- Cafe/Restaurant
- Public house/wine bar
- Dentist
- Other town centre use
- Service
- Closed/Vacant

Non-domestic rates data (2022)
land use

- Libraries
- Offices
- Offices and Work Studios
- Banks/Financial Services
- Fast food Outlets/ Takeaways
- Restaurants and Cafes
- Retail Service Agents
- Commercial, Retail, Shops and Showrooms
- Dual Use
- Residential (Council Tax)

Land Use (BLPU classification)
Land Use Categorisation

- Industrial
- Office

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London Borough of Richmond upon Thames - Ordnance Survey 100019441

Source: SSA GIS mapping

Resilience to the pandemic⁶

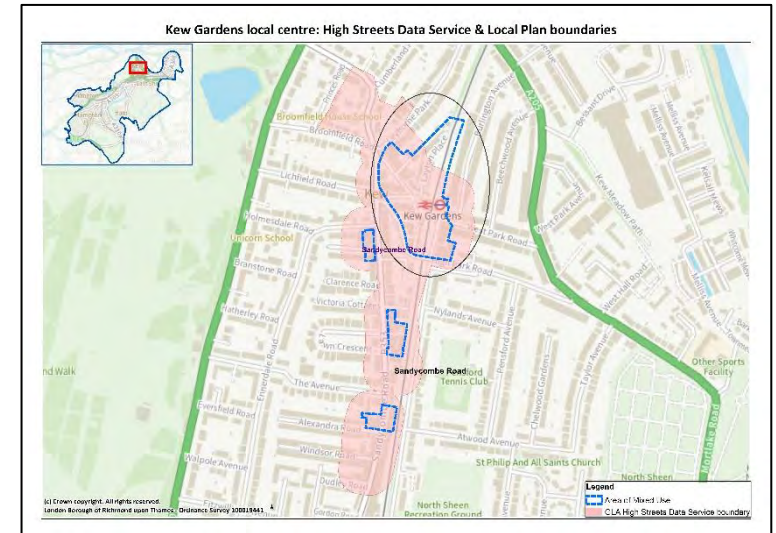


Source: High Streets Data Service⁶.

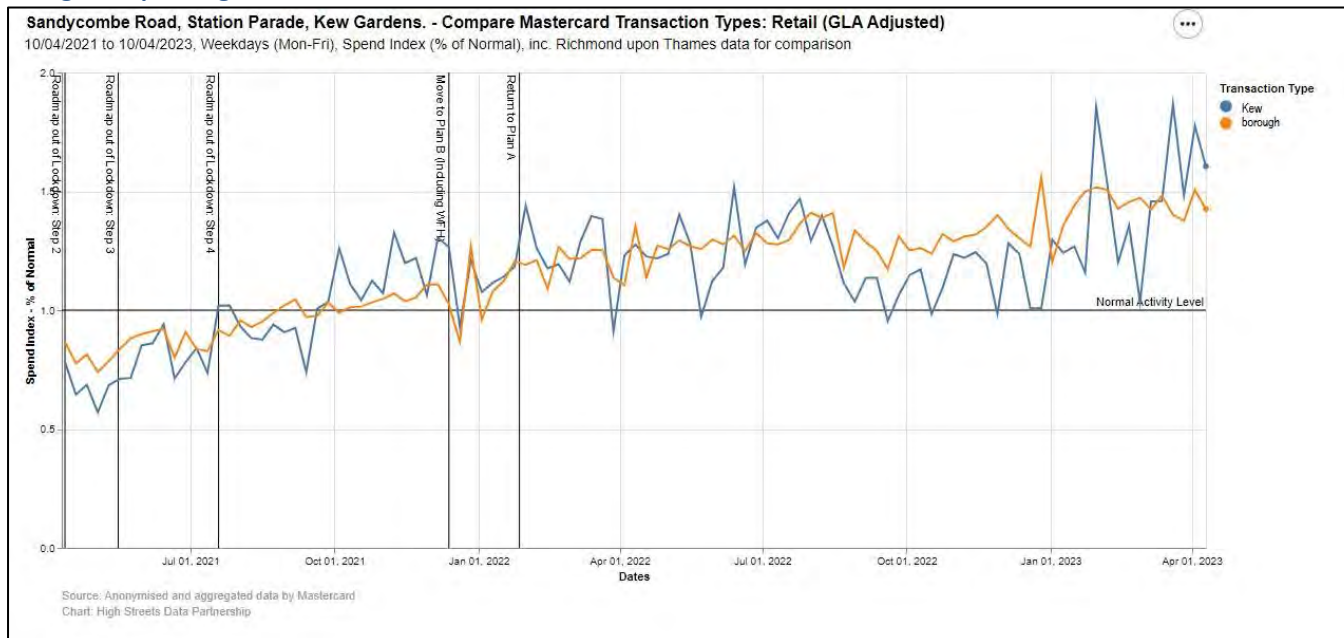
Please note that the boundary for this dataset is wider than the local centre boundary and includes Sandycombe Road Important Local Parade. The GLA have classified high streets across London according to their perceived resilience to the pandemic based on spend data. Following the easing of the first lockdown in summer 2020, 15 of the borough's 17 high streets were classified as **struggling** meaning these high streets struggled to reach pre-pandemic spending levels. This was the case for 55% of high streets across London.

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

- High Street, Teddington
- East Sheen
- High Street, Hampton Wick
- St. Margaret's Road, St. Margaret's
- White Hart Lane, Barnes
- Hampton Hill High Street



Changes in spending¹⁵



Spending data for weekdays show that in terms of the Spending Index, levels of spend in Kew and Sandycombe Road largely mirror the borough average until October 2022, where they drop below it, although the pattern shows several spikes in spending very recently.

The pattern for the weekend is similar in that generally Kew's increase in spend above the normal level is lower than the borough average.

(GLA adjusted figures – See Appendix in Volume 1)

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

Valued features include:

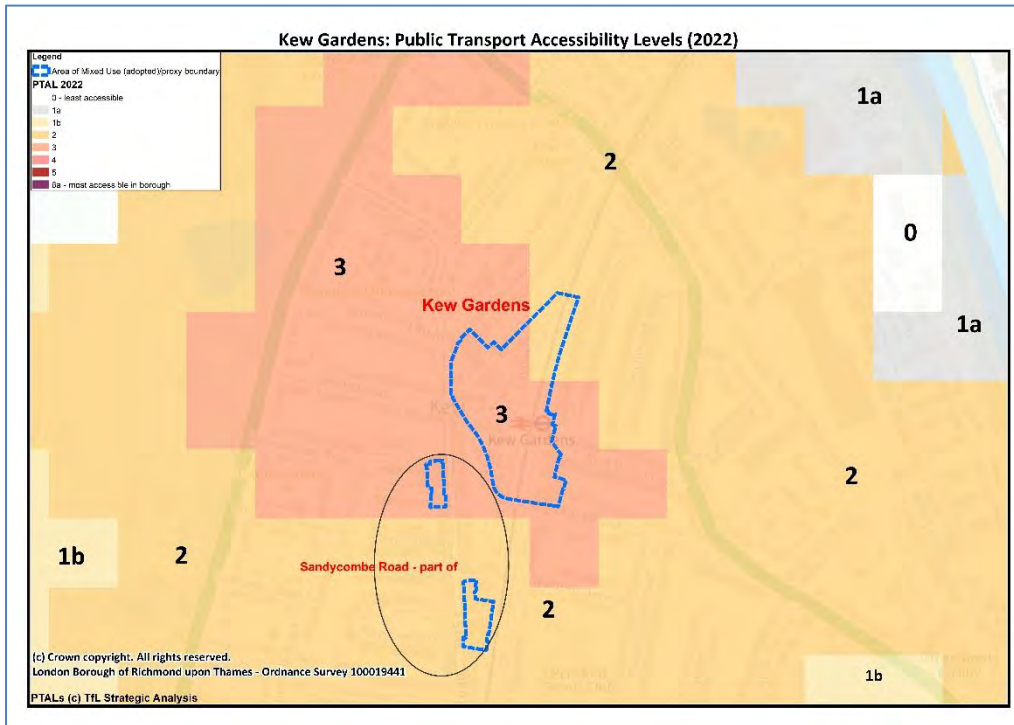
- Kew Gardens Station and the associated parade form an attractive and well-maintained hub within the wider area, presenting a distinctive gateway to Kew for people arriving by train.
- The conservation areas, valued for aesthetic and historic quality.
- Local parades of shops including Kew Gardens Station and Sandycombe Road for their visual interest, community function and vibrancy.
- Community and leisure facilities, such as The Avenue Club, provide social resources and community function.
- The role of the area as a setting to the Royal Botanic Gardens, Kew World Heritage Site, including Kew Road and adjacent development of 19th and 20th century houses which is within the buffer zone.
- Valued views and vistas include: - the view along the tree-lined approach to the Station, encompassing the large, detached villas of Lichfield Road; - views to the pagoda in Kew Gardens from Kew Road.

Negative qualities: None specific to this local 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 website⁷ Some of the key issues raised relating to the Kew area are as follows:

- Great community feel at Kew Plaza, with tables and chairs out.
- Better signposting to places of interest i.e. National Archives, Kew Gardens. Connect with Kew Gardens - bring into the community like Barnes and Wetlands.
- Market day enhances community - brings people to an area.
- Allow for local pop-up stalls.
- Most convenience shops are well-used. However, need a baker/fishmonger/grocer/ barber.
- Appreciation of range and quality of coffee shops and restaurants.
- Pedestrianise station approach/access only.
- General consensus that use of centre has increased post pandemic.

⁷ https://www.richmond.gov.uk/council/have_your_say/community_conversation



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.

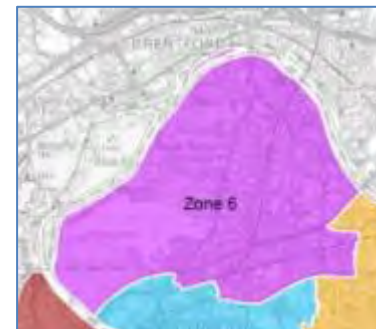
The centre itself is largely within PTAL 3 and is reasonable in terms of public transport accessibility. However, some limited areas within the centre’s catchment have a PTAL rating of less than 2.

Source PTALs © TfL Strategic Analysis

Capacity:

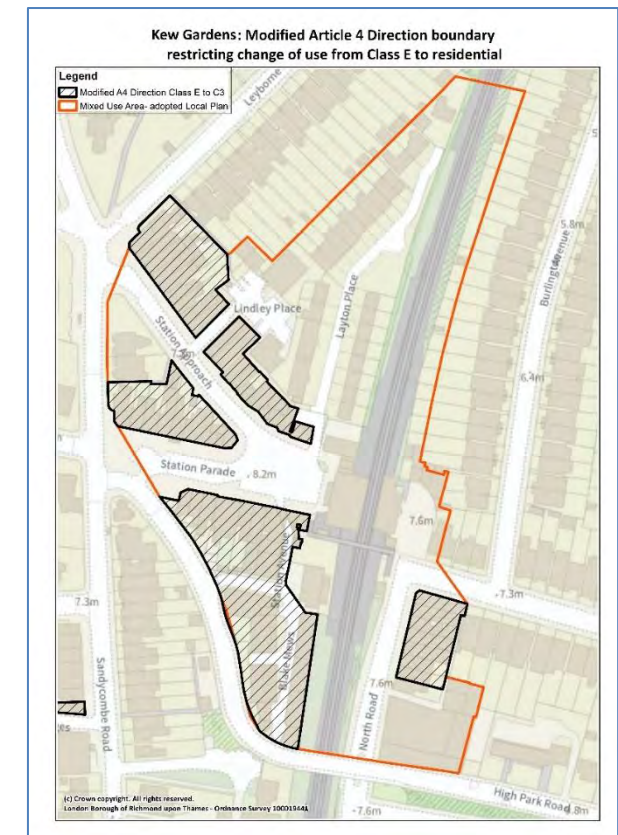
The Richmond upon Thames Retail and Leisure Study Phase 2 2023² has forecast need for retail and leisure floorspace over the plan period as follows for Kew/North Richmond (Zone 6). There is a very small requirement for additional retail floorspace.

Zone 6	Requirement in m2 (gross) – rounded				
Kew/ North Richmond		Convenience	Comparison	Food/ Beverage	Total
	By 2034	100	200	450	750
	By 2039	150	300	550	1,000



An [Article 4 Direction⁵](#) 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. The boundary of the Direction includes several blocks within the centre recognising the centre’s role in providing facilities and also as an office location.

There are no Site Allocations within the centre. Full text of the Area Strategy for Richmond and the Site Allocations form part of the Regulation 19 Local Plan and can be viewed on the Council’s website³. SA 31 Kew Retail Park sets the framework for the development of the site. It states that “the Council will support a comprehensive residential-led redevelopment of the site with a range of commercial uses, including retail, offices (with the provision of affordable workspaces), and leisure..... Any new convenience retail provision should not exceed the floorspace of the existing units, to protect the existing local centre in Kew.”



Contribution to meeting need:

Provision of facilities

Essential shops/PO:		Essential services		Community facilities:		Environment & Heritage:		Employment:
Post Office	✓	Hairdresser/ Barber	✓	Sports & Leisure facilities:	English Table Tennis Assoc High Park Road	Conservation Area	CA 15	KOA/KBA: Blake Mews
Baker	✓	Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	St Lukes playground	Listed Building	Station	
Butcher	✓	Health facilities/vet:		Gym/fitness		BTM	Many	ILBP:
Newsagent	✓	GP/health centre	Fitzmaurice High Park Road, outside MUA	Yoga/Pilates (separate from gym)		Registered Park & Garden	[RBG Kew]	
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office:
Greengrocer		chiroprapist	✓	Theatre		Open space designation:		
Off licence	✓	Physiotherapist/osteopath		Cinema		MOL	[RBG Kew]	Other
Chemist	✓	Vet	(Sandycombe Road)	Music venue/night club		OOLTI	Lawn Crescent	
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse	Nearby – Kew Gardens Hotel, plus B&B accommodation in vicinity.	LGS	Pensford Field – proposed LGS in Regulation 19 Plan	
Provision: Tesco, various 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 – Broomfield House School, Unicorn School			
		Other:		Day nursery	Nearby – Riverside Nursery, The Barn			
		Launderette/Dry Cleaner		Tutor/education centre				
		Bank/building society		Community Centre	Nearby Avenue Club (Scout hut)			
	Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)	Vehicle repair		Museum/Gallery				
				Proximity to major attraction:	RB Gardens Kew,			
Serving: relatively disadvantaged area low public transport accessibility - Serve some limited areas with PTAL<2) community more than 400 metres from provision- limited ✓								
Asset of Community Value								

Summary:

Kew Gardens is a lively and attractive centre of approximately 50 units on either side of Kew Gardens British Rail & London Underground Station. It is the most significant centre in the Kew area located within a bend in the River Thames and serves a substantial local catchment. The nearby parades at Kew Green and Sandycombe Road have a more limited role in meeting top-up shopping needs compared to the range of shops and facilities available in this local centre. This local centre caters for tourists including those visiting Kew Gardens but also serves the local community. It has a valued Food & Beverage offer.

Most of the centre falls within PTAL 4 (6 indicating high accessibility & 0 indicating low accessibility) making it highly accessible compared to most centres below town centre level in the borough, although there may be some limited areas within the catchment which have a PTAL rating of less than 2.

The emerging Local Plan seeks to “conserve the high-quality, traditional, frontages along the parade area.. and maintain a sense of activity and vibrancy.” With the exception of Layton Place, the centre has Conservation Area status. Kew Gardens Railway Station and footbridge are listed buildings.

Vacancy rates have typically been low in the past particularly on the western side of the railway line but have risen recently. The centre includes Blake Mews Key Business Area.

The completion of the Kew Riverside scheme increased the amount of housing in the area considerably. Further significant housing development was completed at the Inland Revenue site in 2018 and permission has been granted for 88 additional units at the Kew Biothane site nearby in 2020.

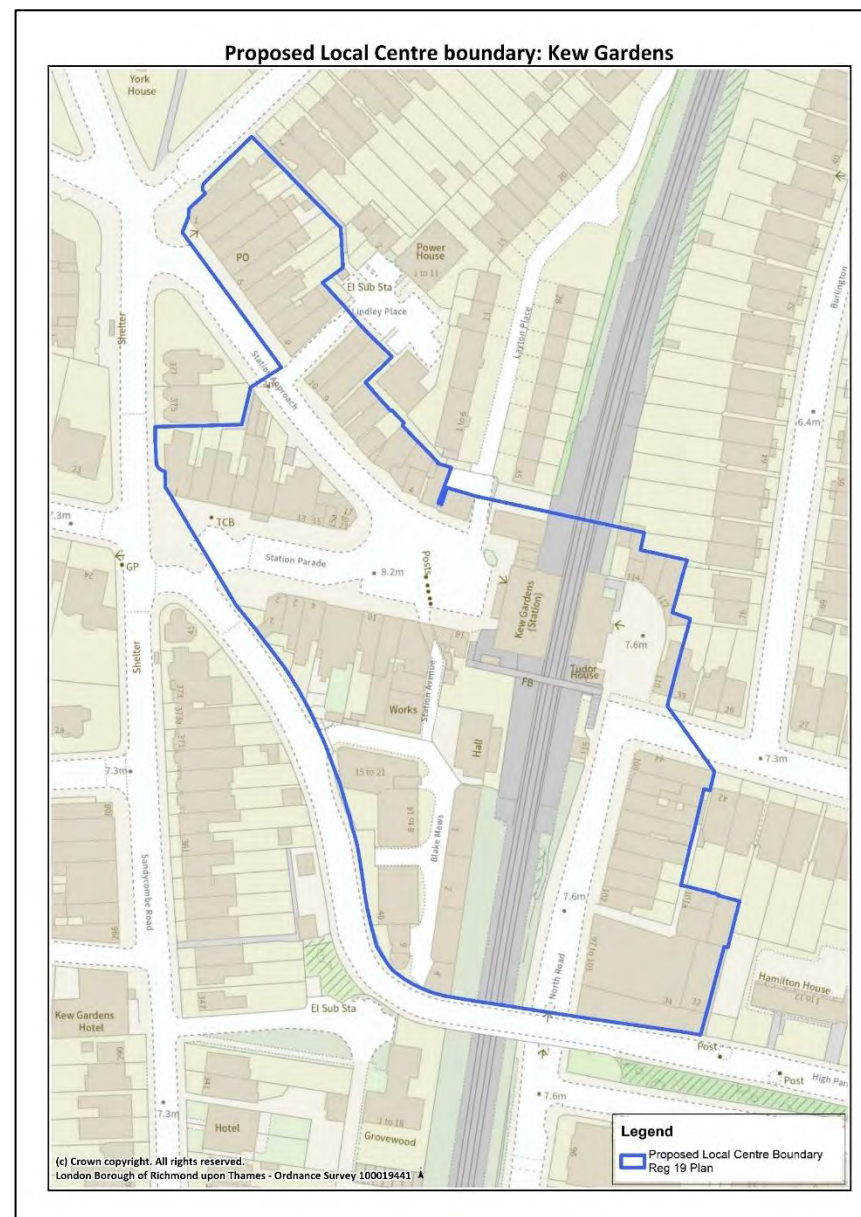
Marks & Spencer at Kew Retail Park currently has c.750m² of food retail within its store which serves a local role also. Note also that there is a Site Allocation in the emerging Plan for Kew Retail Park which is expected to be a residential-led development with some retail and other town centre uses.

Kew Gardens local centre is valued by the local community as well as being a gateway for visitors to Kew Gardens. It has a reasonable selection of shops to meet essential needs and a much-loved monthly market. It warrants its designation as a local centre duty to its function, range and scale.

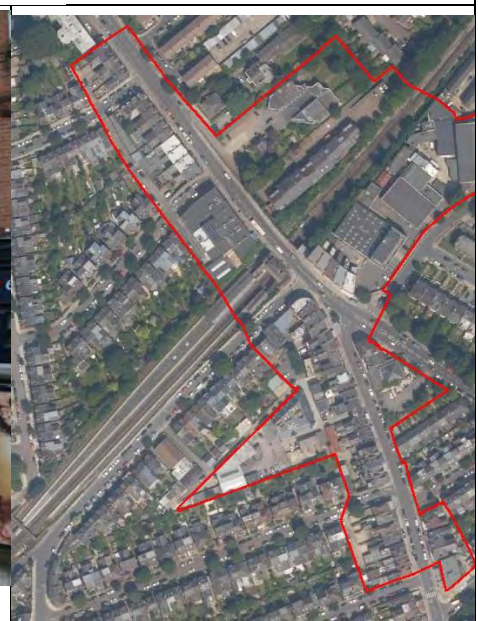
Recommendations:

Hierarchy: No change

Boundary: For consistency and to facilitate policy implementation, a local centre boundary is proposed which is shown on the map opposite and will be displayed on the Policies Map following consultation.



2.7 St Margarets



St Margarets Road © copyright Google StreetView

Overview: St Margarets is a local centre with approximately 65 units¹⁴. It serves residents living in the area located between Twickenham town centre and the borough's principal town centre - Richmond. The centre's catchment overlaps marginally with East Twickenham local centre (see map opposite).

The emerging Local Plan seeks to support the centre to ensure that it continues to thrive. St Margarets has a mainly convenience shopping role, but also a range of comparison shopping. In addition, it has a good range of useful local services and a Post Office.

The centre benefits from a British Rail station and is on the loop line to London Waterloo. Most of the centre is located within PTAL⁸ 3 (6 indicating high accessibility & 0 indicating low accessibility), which is reasonably good. However, it serves a population located to the north & west where public transport accessibility is much lower, rated as 1b in parts & the centre also serves a gap in provision.

There is an agglomeration of employment uses to the west of St Margarets Road, a Key Business Area at Old Lodge Place & Twickenham Film Studios are designated as an ILBP, all of which are located within the centre's boundary.

It is covered primarily by Conservation Area 49²⁵ (Crown Road St Margarets).

Policy & designations:

Adopted plan¹: St Margarets is classified as a Local Centre in the adopted Local Plan centre hierarchy. It is defined by an AMU. Shopping frontage designations. Key Office Area – Old Lodge Place. ILBP – Twickenham Film Studios.

Regulation 18 Local Plan: AMU, SSF & KSF, Key Business Area (KBA), ILBP

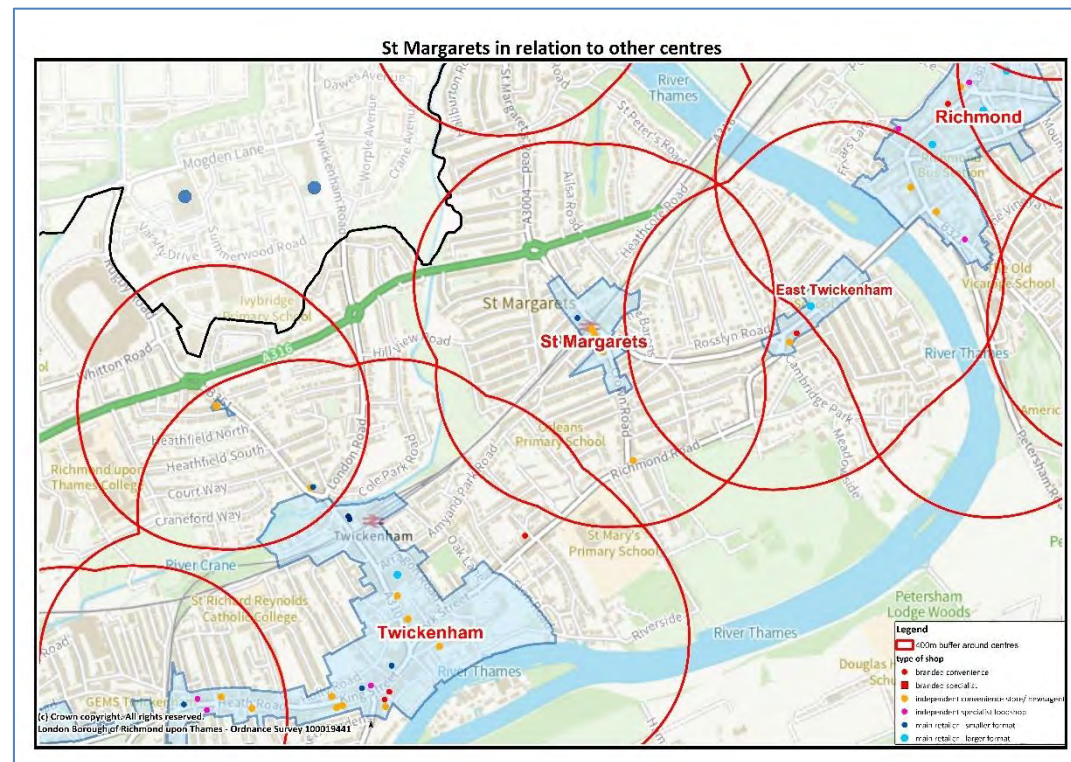
Publication Plan (Regulation 19)³: Local Centre Boundary

Area Strategies (Regulation 19):

"The vision for St Margarets and East Twickenham is to maintain the attractive residential character and to ensure that the shopping centres continue to thrive."

Policy - Future development in this place is expected, where relevant, to *[not complete list]*:

- Contribute to a sense of activity and vibrancy in the town and local centres, to encourage arts, culture and leisure developments to enhance the mixed-use potential of the area and make it more of a destination to spend time.
- Enhance the public realm through creating high quality spaces and implement more high-quality street furniture.....
- Promote routes for active travel and exercise, encouraging healthy activity and exploration of the area by local workers, visitors and residents. Support greening through tree-planting.



Source: SSA Mapping

Related strategies:

• **Village Plan SPD¹³:**

The vision is based on maintaining the character of the area as an attractive residential area; ensuring St Margarets centre continues to provide a range of shops and services for residents and visitors including the local parades on St Margarets Road and Crown Road.

Conservation Area 4: Crown Road:

Threats from development

- Cluttering of the streetscape.
- Over dominance of signage and satellite dishes.
- Pressures from increased car usage.
- Loss of traditional architecture through building upgrades.
- Traffic congestion impacting the environmental conditions and setting of the area.

Opportunities

- Enhance the architectural quality of the area through the sympathetic use of materials for roofs, doors, windows and walls.
- Improve the overall streetscape of the area including the area outside Twickenham Studios (the Studios themselves lie within the East Twickenham SPD) and to street paving.
- To limit the use of signage and when it is provided, ensure that it is sympathetic in terms of design, size and materials.

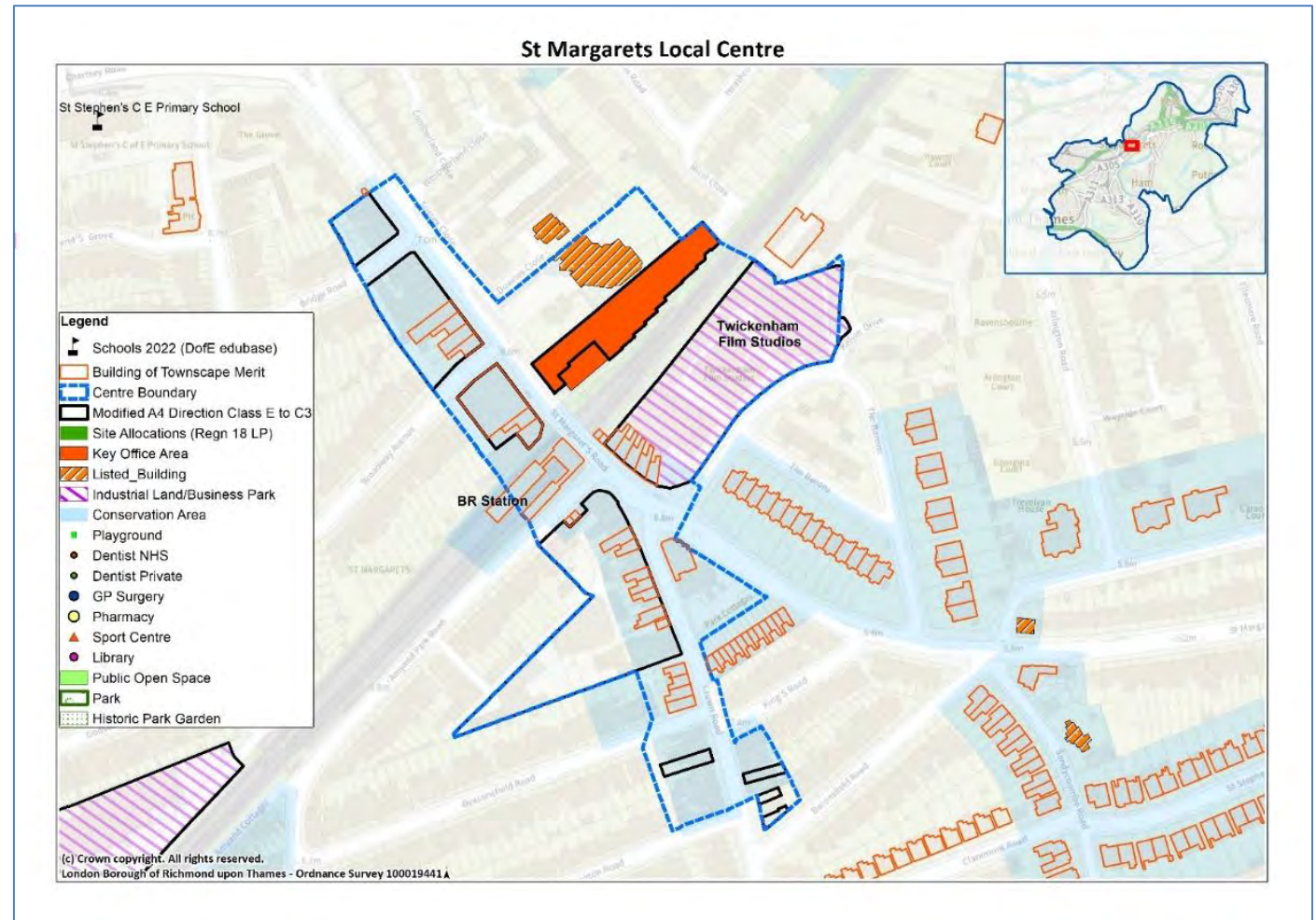
• **Urban Design Study 2023¹²:**

Please see the full document on the Council’s website.

St Margarets local centre is a distinct high street situated on a spur of higher ground on St Margarets Road, with its focus at the junction with Crown Road and the rail station. Most of the high street is designated as Crown Road Conservation Area, characterised by continuous unified shop frontages. Buildings date from the late 1880s and include several original shopfronts and good quality detail such as terracotta panels and swags. Building heights are typically 3 storeys. Characteristic features include Dutch gables and red brick. A variety of commercial uses and services (important shopping areas, pubs and restaurants, local businesses) give a sense of vitality and a community hub for the surrounding residential area.

Character Area Design Guidance for St Margarets Residential includes:

- Upgrade public realm on commercial stretches of streets to reanimate them as a local hub for shops, cafés, and small businesses.
- Improve the local centre function, encouraging more mixed uses and improving public realm (widen pavements, high-quality furniture) to enhance sense of activity and vibrancy.
- Conserve the high-quality, traditional, frontages along St Margarets Road.
- Better design industrial/commercial units to conform to local character and improve their legibility. Pay careful attention to façades and roof lines, incorporation of trees, and create active frontages and enhanced public realm around them.

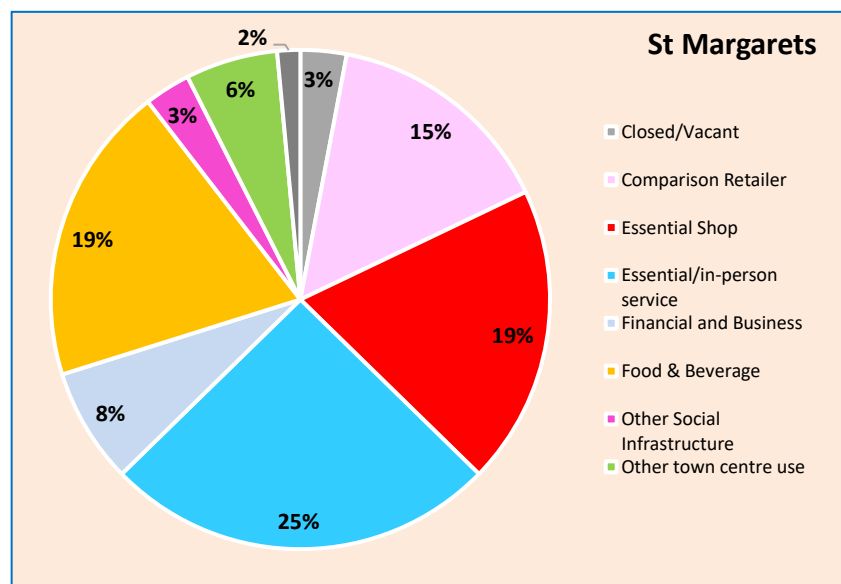


- Introduce further traffic management to reduce the dominance of cars along main roads (A316) and promote active travel.
- See also [Conservation Area Statement for CA 49: Crown Road](#).
- **Regulation 18 Local Plan Consultation responses²⁴:**
 - A comment that Twickenham, Strawberry Hill & St Margarets is too large to be a 20-minute neighbourhood.
 - Support from Twickenham Film Studios of the recognition of the Studios as an important employment location.
 - Support from Twickenham Film Studios for the policy criteria against which future development will be assessed.

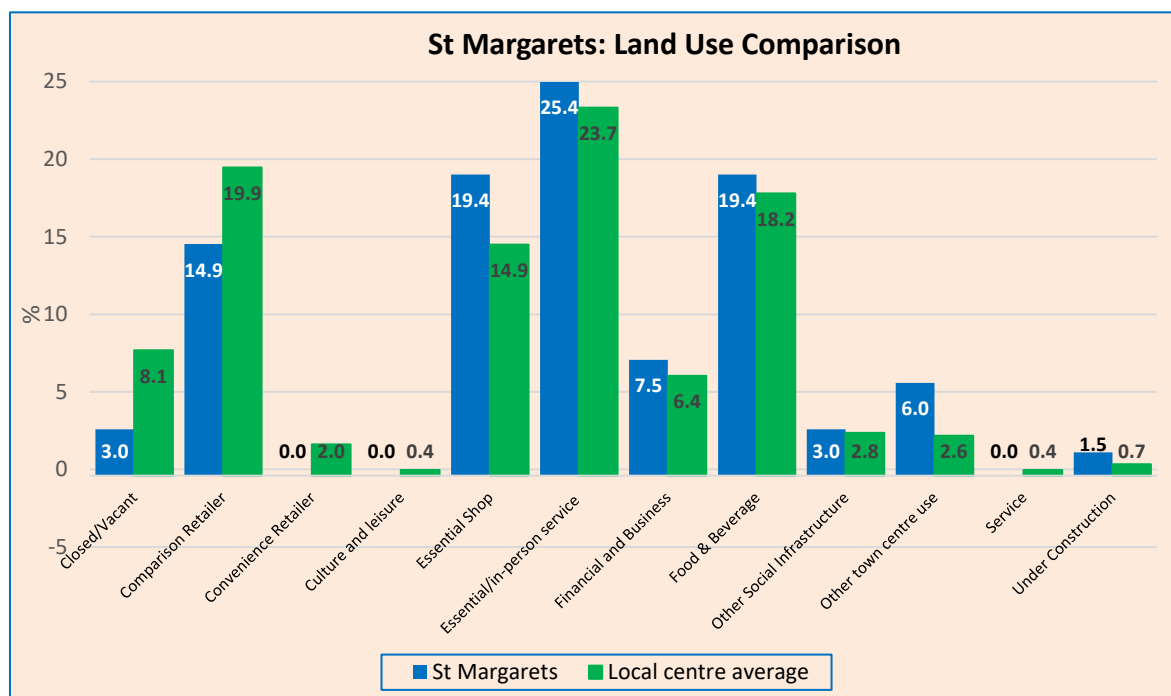
A schedule of all comments in full can be viewed on the Council’s website.

Composition of centre

The centre has 67 units commercial units/ community uses recorded in the Council’s annual Town Centre Land Use Survey¹⁴. Whilst under-represented in terms of shops selling comparison goods, it has an above average proportion of essential shops and services. St Margarets lacks a baker or fishmonger but otherwise has 7 of the 9 essential shops. Tesco is represented in the centre which has an established greengrocer and butcher. Indeed it is becoming increasingly unusual for centres to have a fishmonger (only 2 in the borough), greengrocer and to a lesser extent, a butcher. These items and newspapers/tobacco are gradually more likely to be provided by supermarkets/ convenience stores.

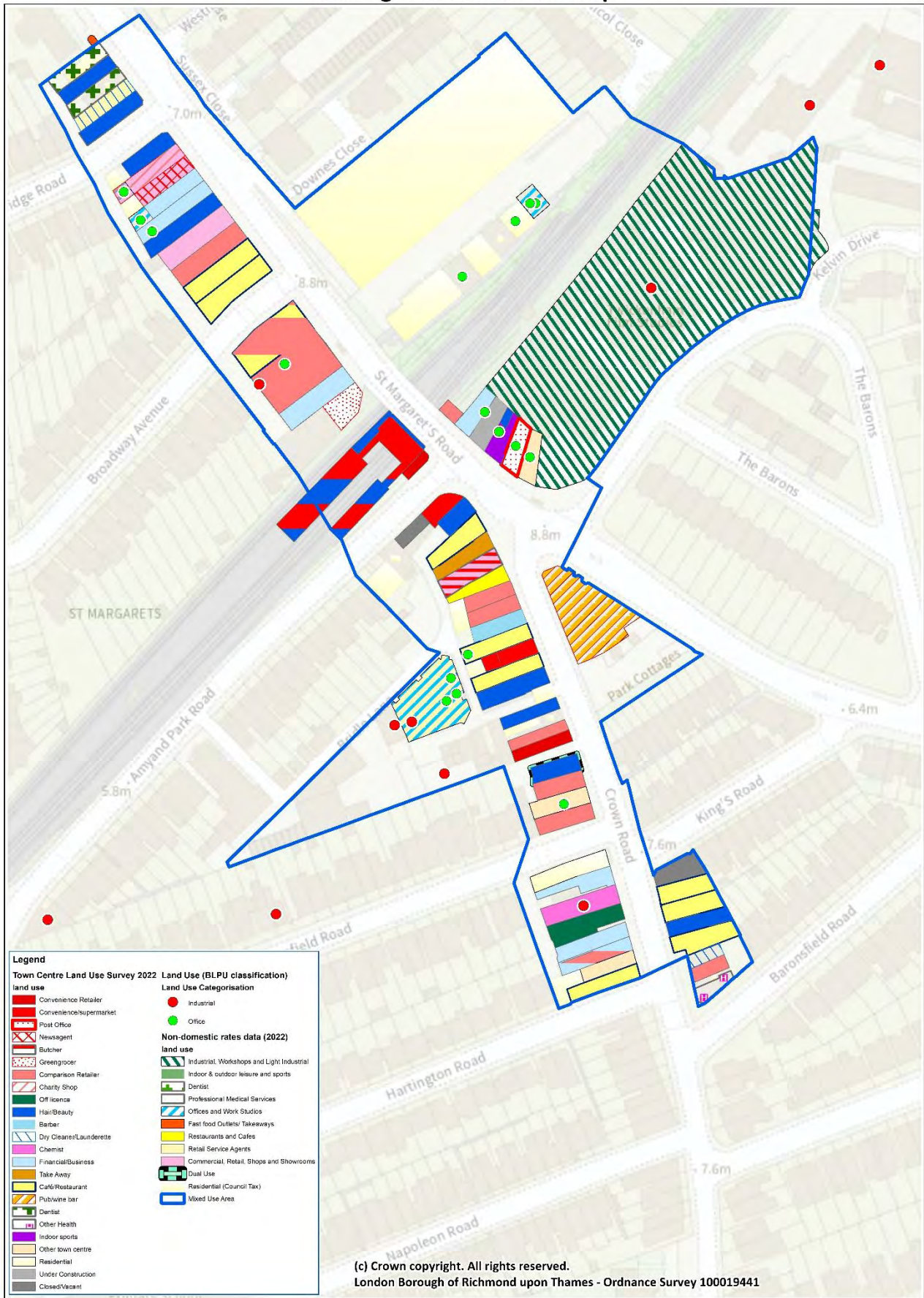


Source: SSA Town Centre Land Use Survey 2022¹⁴



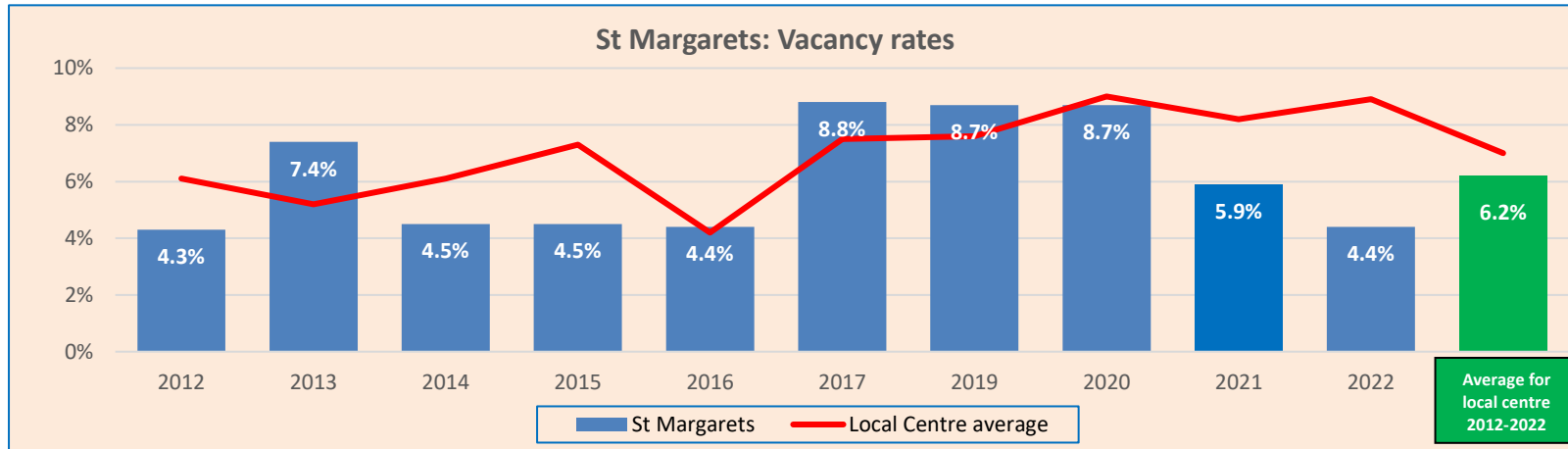
Source: SSA Town Centre Land Use Survey 2022¹⁴

St Margarets: Land Use Map



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

Source: SSA GIS mapping



Latest **vacancy data** – The average vacancy rate for a local centre in 2022 was 7%, so at 4.4%, the rate for St Margarets is significantly below. The graph opposite shows that in general, this centre’s centre vacancy rate is less than the local centre average, although there is a degree of fluctuation.

Source: SSA Town Centre Land Use Survey 2022¹⁴

Resilience to the pandemic⁶

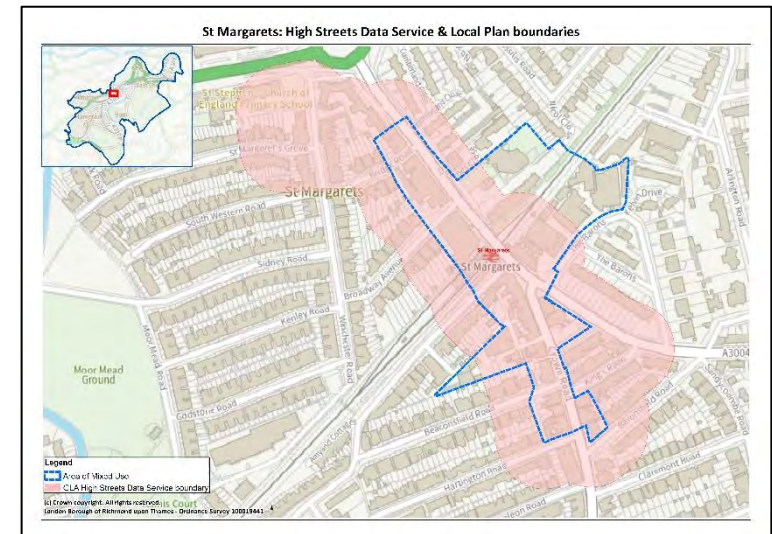


Source: High Streets Data Service⁶.

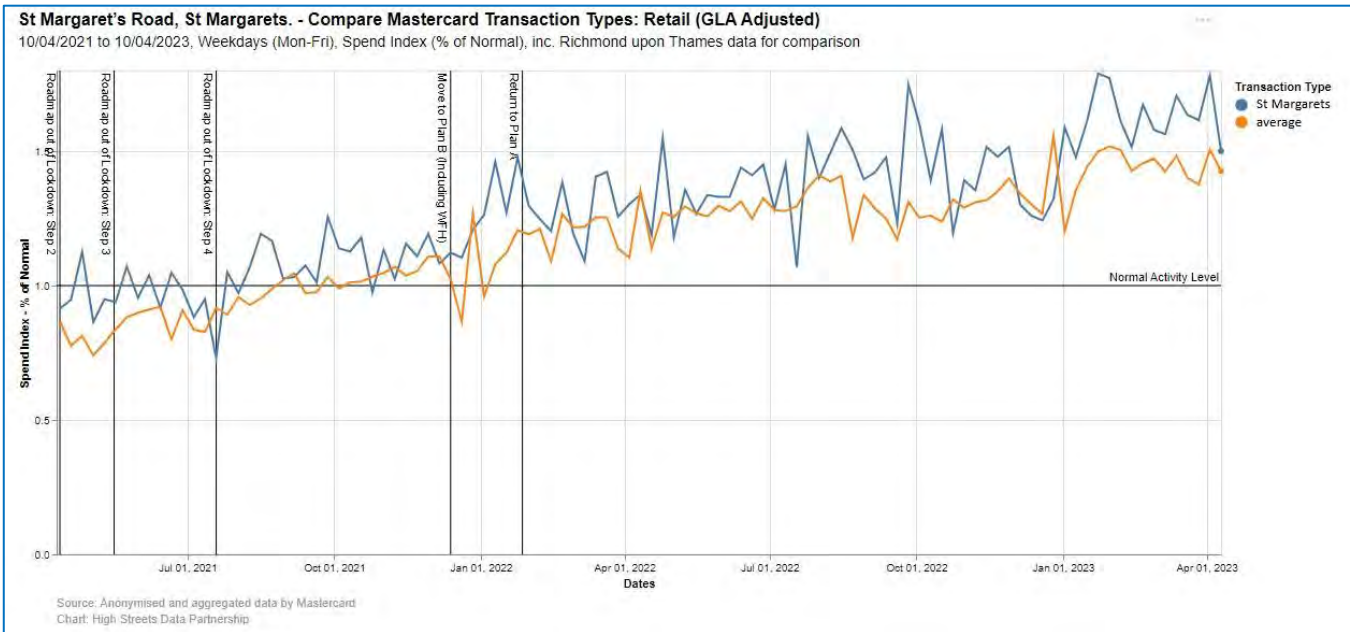
The map opposite shows that the boundaries for this dataset differ from the Local Plan boundaries. The GLA have categorised selected High Streets across borough by comparing spending data at different time periods before and after the pandemic. Following the easing of the first lockdown in summer 2020, 15 of the borough’s 17 high streets were classified as **struggling** meaning these high streets struggled to reach pre-pandemic spending levels. This was the case for 55% of high streets across London.

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

- High Street, Teddington
- East Sheen
- High Street, Hampton Wick
- Hampton Hill High Street
- White Hart Lane, Barnes
- Sandycombe Road, Station Parade, Kew Gardens



Changes in spending



Weekday spending data show that in terms of the Spending Index, levels of spend in St Margarets have improved on the previous year and closely mirror the borough average for this dataset.

That general trend is also true of the weekend data, bar a couple of spikes.

(GLA adjusted figures – See Appendix in Volume 1 for full explanation of data.)

Customer views/ experience

Urban Design Study 2023¹²:

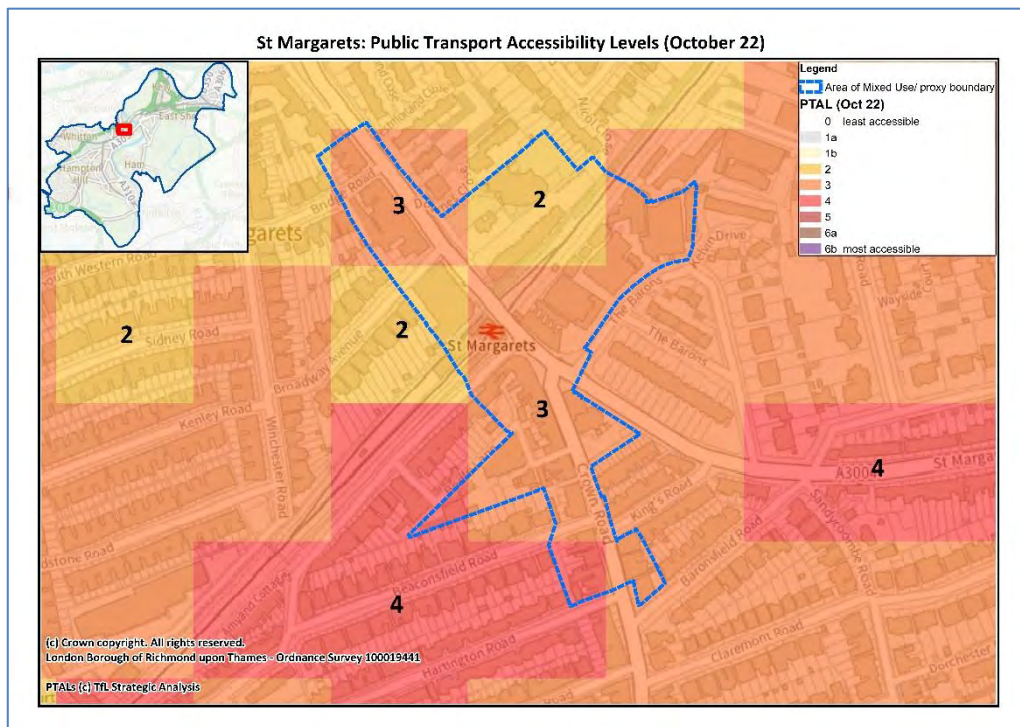
Valued features: The distinctive high street character and local centre function, ground floor commercial uses, along Crown Road and St Margaret's Road. Local parades of shops add interest, vitality and provide local and independent services.

Negative qualities: The impact of the busy A316 on the surrounding pedestrian environment.

In 2021 a series of **Community Conversations**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 website⁸ Some of the issues raised relating to St Margarets are as follows:

- Empty shops in Crown St, St Margarets – proving difficult to do business there, independents closing down.
- Lots of hairdressers and coffee shops in St Margarets, need to go to Richmond for banks.
- Traffic using St Margarets as a cut through has increased, off putting for local businesses in terms of sitting out at cafes etc.

⁸ https://www.richmond.gov.uk/council/have_your_say/community_conversation



Source PTALs © TfL Strategic Analysis

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 Direction boundary covers a significant amount of the local centre, reflecting the need to protect facilities for the community and employment by requiring planning permission for change of use relating to this permitted development right so that impact can be assessed.

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.

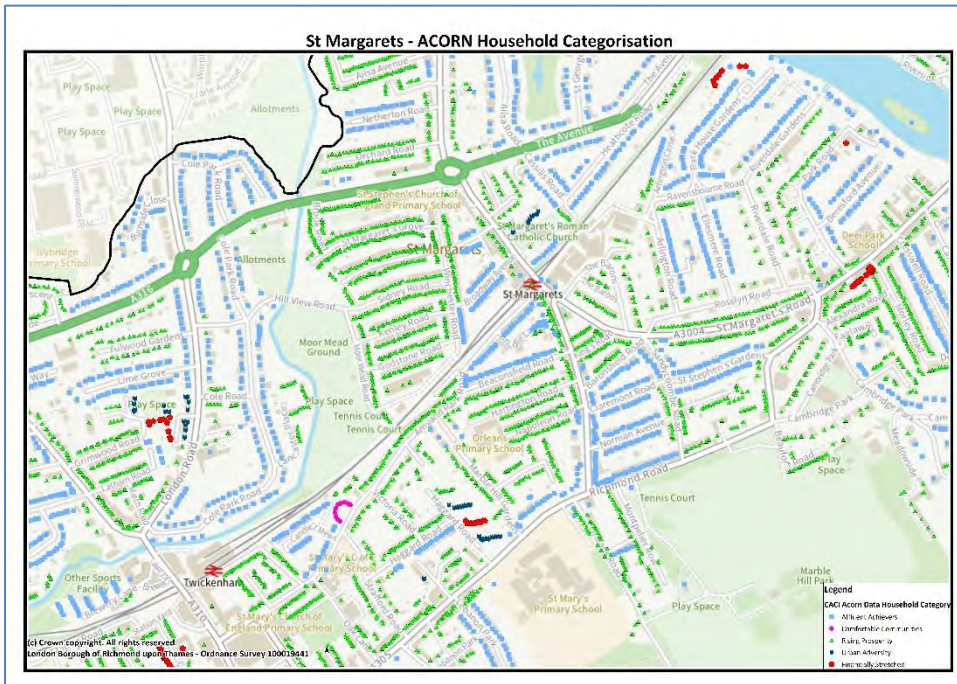
St Margarets has reasonably good public transport accessibility with a rail station on the London Loop line. Public Transport Accessibility Levels (PTAL) are 2/3 across the centre and 4 nearby.



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	CA 49	KOA/KBA: Old Lodge Place.
Baker		Other Beauty & Grooming incl. tanning & tattoo parlour, nails, massage, spa	✓	Playspace/recreation ground/LGS	Moormead 200ms plus away	Listed Building	Church of St Mary of Scotland	
Butcher	✓	Health facilities/vet:		Gym/fitness	✓ The Training Works	BTM	many	ILBP: Twickenham Film Studios
Newsagent	✓	GP/health centre	Not in centre boundary but nearby	Yoga/Pilates (separate from gym)		Registered Park & Garden	Nearest Marble Hill	{St Margarets Business Centre 200ms to west}
Fishmonger		Dentist/orthodontist	✓	Cultural offer:		other		Serviced office:
Greengrocer	✓	chiroprapist	No. Nearest 388 St Margarets Rd	Theatre		Open space designation: not in centre but nearby Moormead Rec, Marble Hill Park & River Thames		
Off licence	✓	Physiotherapist/osteopath	✓	Cinema		MOL		Other Twickenham Film Studios Business Centre
Chemist	✓	Vet	[Crown Road /Richmond Rd]	Music venue/night club	{Bearcat Comedy Club}	OOLTI		
Dispensing?	yes							
supermarket/ general store etc	✓	Food & Beverage offer:		Hotel/guesthouse	{The Old Stables B&B}	LGS		
Provision: Tesco, independents		Pub/wine bar	✓	Other e.g. Job centre, police shop				
		restaurant/café/ice cream shop/craft cafe	✓	Education:				
		take away	✓	School / pre-school	Orleans Primary nearby			
		Other:		Day nursery	The Crown Nursery			
		Launderette/Dry Cleaner	✓	Tutor/education centre				
		Bank/building society		Community Centre				
		Has ATM		Library				
		Other (MOT centre/ car or tyre service, funeral director, mail shop, shoe repairs, tailor, solicitor/accountant)		Museum/Gallery				
			Proximity to major attraction:	Twickenham Stadium				
Serving: relatively disadvantaged area ✓ low public transport accessibility ✓ community more than 400 metres from provision ✓ Asset of Community Value								

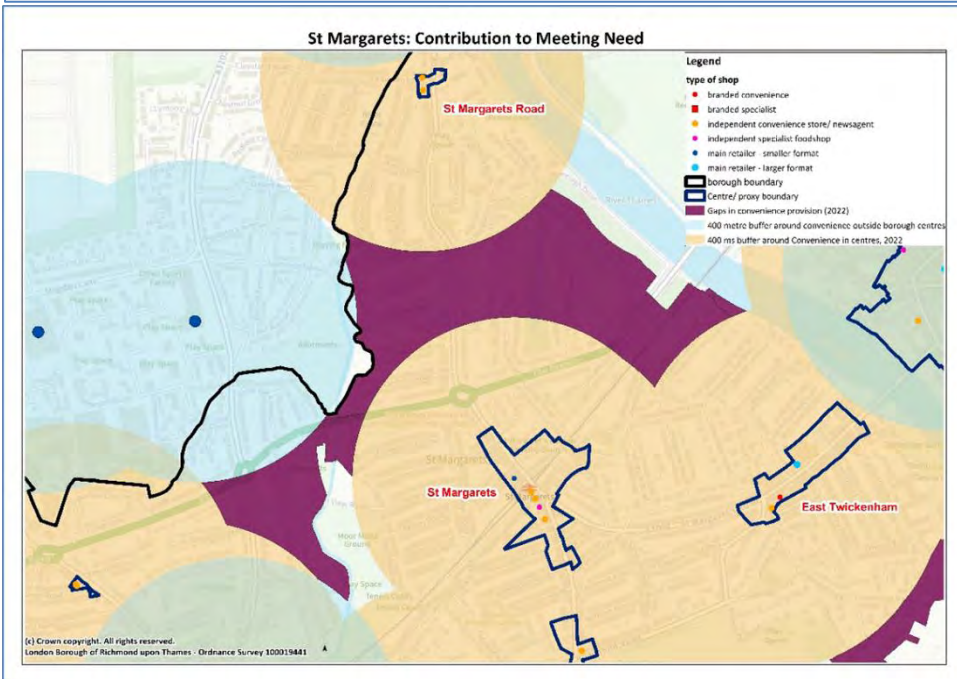


Centres meeting the needs of those living in areas which are relatively disadvantaged:

CACI Acorn Household Category

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

CACI have produced a dataset (ACORN) which categorises households into different typologies. Using Census and other data CACI split postcodes into 6 main categories (further sub-divided) to assist in understanding the types of people living in each area¹⁹. St Margarets serves a community categorised as “affluent achievers” or as having “rising prosperity”.



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.

St Margarets has an overlapping catchment with East Twickenham. It is likely that both will serve households to the north of the centre which lack convenience shopping within 400 metres. However, it is noted that there are also out of centre superstores close by, particularly the Tesco superstore at Isleworth in the neighbouring borough of Hounslow.

Summary:

St Margarets has approximately 65 units and serves residents living in the area located between Twickenham town centre and the borough's principal town centre - Richmond. The centre's catchment overlaps marginally with East Twickenham. The emerging Local Plan seeks to support the centre to ensure that it continues to thrive.

St Margarets benefits from a British Rail station and is on the loop line to London Waterloo and public transport accessibility is considered as reasonably good within the centre itself. However, it serves a population located to the north & west where public transport accessibility is much lower, with a PTAL rating⁸ of only 1b in parts. The centre also contributes to serving a gap in provision.

It has mainly a convenience shopping role with a Tesco Express and other essential shops including a butcher and greengrocer. It also has some comparison shopping. St Margarets has a good range of useful local services and retains a Post Office.

There is an agglomeration of employment uses to the west of St Margarets Road and a designated as a Key Business Area at Old Lodge Place. Twickenham Film Studios are designated as an Industrial Land/Business Park, all of which are located within the centre's boundary.

St Margarets is an attractive centre and is covered by Conservation Area 49 (Crown Road). It has several Buildings of Townscape Merit as well as the listed Church of St Mary of Scotland on St Margarets Road adding to its ambiance.

No change is proposed to the hierarchy in relation to this centre due to its size, role and function, provision of employment opportunities and the presence of the Twickenham Film Studios.

The proposed local centre boundary is largely the same as the Area of Mixed Use boundary with very small adjustments.

Recommendations:

Hierarchy: No change.

Boundary: For consistency and to facilitate policy implementation, a centre boundary is proposed which is shown on the map opposite and will be displayed on the Policies Map following consultation.



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/services/planning/planning_policy/local_plan/local_plan_evidence/towns_retail_leisure_research
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](https://www.richmond.gov.uk/services/planning/conservation%20and%20urban%20design/conservation%20areas/conservation%20area%20study)

Key definitions & abbreviations

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

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

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

Essential shops are defined as:

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

Essential services are:

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

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

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

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

Retail services:

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

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

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

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

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