



LEISURE, TOURISM AND HOSPITALITY

Invest in Richmond upon Thames

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Great place to do business

Richmond upon Thames has an enviable collection of tourist attractions. Its historic Royal Palaces and Botanical Kew Gardens, with its alluring riverside location and two Royal Parks, all contribute to the attraction of the Borough to local, national and international visitors. Events at the RFU Stadium in Twickenham and Hampton Court attract a high volume of visitors. Both provide high quality conference facilities making the Borough a keen competitor for conferences and events outside the centre of London. Easy access on cycle and walking routes and by boat along the river to key venues make this an inviting destination for day and overnight visitors alike.

Richmond Town Centre has a thriving night time and shopping economy and attracts many visitors from the surrounding sub-region. Many of the centres including Twickenham, Teddington and East Sheen also have substantial night time economies and attract many people from the surrounding sub-region, particularly to their wide range of restaurants and bars, theatres and cinemas.



Why should you locate to Richmond upon Thames?



Richmond upon Thames has 16 hotels across the Borough, including the exquisite four-star Petersham Hotel, the beautifully landscaped Bingham Hotel and the ultra-modern London Marriott Hotel in Twickenham. Luxurious hotels such as the Richmond Hill and the Richmond Gate Hotel as well as 57 bed and breakfast establishments around the Borough provide over 1200 rooms in total. A three star Travelodge will also be available near Twickenham station. Key conference and exhibition facilities exist in the major hotels as well as at the Lensbury Conference Centre, the Twickenham Rugby Football Union grounds; and other venues such as York House and Ham House and Gardens.

The Borough is extremely well connected for both tourists and business visitors. There is excellent access to central London, to the main motorway network to the rest of the UK as well as to Heathrow airport. The frequent and fast public transport within the Borough, cycling and walking routes and by boat along the river to key venues make this an inviting destination for day and overnight visitors alike. In addition there are a number of thriving business networks which support the sectors locally, including the Richmond Borough Chamber of Commerce and thebestofrichmond.

Key opportunities

With Richmond upon Thames's established visitor economy, there has never been a better time to expand into Richmond upon Thames.

- The 2012 London Olympic and Paralympic Games bringing visitors to the key heritage sites and tranquil setting the Borough offers
- The 2015 Rugby World Cup will bring further investment into the borough
- Proximity to London and Heathrow Airport
- No congestion charges and cheaper hotel prices than central London
- Scope for growth in provision of bed spaces in particular high quality and boutique hotels to meet extra demand
- Cultural and heritage reputation of the Borough
- High spending power of local residents and visitors to the Borough



Key companies already here

Many large and prestigious businesses are already thriving in the Borough attracting large numbers of local, national and international visitors all year round. These include:

- Sporting Venues (including the Rugby Football Union, Twickenham Experience and The Stoop)
- Kew Gardens
- Hampton Court Palace
- The London Wetland Centre in Barnes (a site of special scientific interest)
- Orange Tree Theatre and Richmond Theatre
- York House
- Ham House and Gardens
- National Archives, Kew
- Orleans House Gallery

“The Bingham, a boutique hotel on Richmond’s riverside has 15 individually designed bedrooms, a Michelin starred restaurant, cocktail bar and banqueting space all with timeless river vistas overlooking a private terrace and landscaped gardens. Richmond offers the perfect place for us to operate. The riverside, park and attractions make it an attractive tourist destination but it is also a vibrant business destination, with a number of large companies being based in the area.”

***Samantha Trinder, Managing Director,
The Bingham***



Local business viewpoint

“Twickenham Stadium is an intrinsic part of the local community, the home of England Rugby and the Rugby Football Union, the governing body of the sport in England. Seating an impressive 82,000 spectators it is the largest dedicated rugby union venue in the world. These days, Twickenham offers much more than just top flight sport and occasional concerts– with a Marriott Hotel, Virgin Active leisure club, conference and banqueting facilities, offices and flagship Rugby Store – it is now a leading 24/7 sport and leisure destination. Easily accessible by road, rail, train and foot, Twickenham truly is a stadium for the people.”

Fraser Cullen, Community Relations Manager at the RFU

“Location, location, location’ are the million pound words to describe why our business is based in the Borough of Richmond. This area provides us with what we have needed to make our business a long term success – the access to our critical B2B and B2C markets, location to the air/train/motorway networks, communications infrastructure, an educated and committed workforce, beautiful surroundings and a supportive local government infrastructure.”

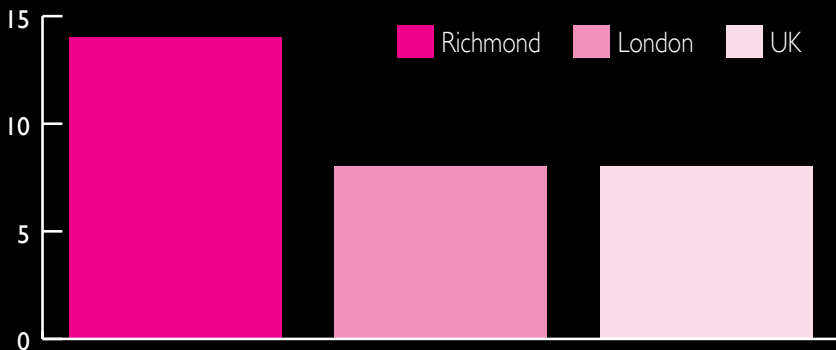


Lacy Curtis-Ward, Chief Executive, Lensbury Ltd

Key facts and figures

- ▶ In the UK, the visitor economy in 2009 directly contributed 4% to GDP, over £52bn and directly supported 1.36m jobs in 2007. Additional supply chains value added raise the estimated impact of the visitor economy to 8.9% of GDP, with a spend of approximately £115bn.
- ▶ Deloitte (June 2010) forecast the UK's visitor economy to be one of the best performing sectors, with above average growth.
- ▶ The London Development Agency's Local Tourism Impact Model estimated £292million of tourism expenditure in 2007 and 2.9m visitors to the borough.
- ▶ Richmond has the highest employment in the tourism sector within South London with 12% of the Borough's workers (8,600 people) employed in tourism related jobs, significantly higher than the national proportion of 8%.
- ▶ Over half the jobs are in restaurants (36%) or bars (19%) in line with London and national average. Sports venues and activities generate around 1,400 jobs because of the Twickenham RFU stadium and The Stoop.
- ▶ The main distinctive feature is the number of museums, historical sites, botanical gardens providing tourism-related employment, providing over 12% of the total in the sector (1,000 jobs), a significantly higher proportion than the 2% in England and 3% in London.

Percentage of employees in the borough in tourism related jobs (NOMIS 2008)



Key facts and figures



- There were 770 business units in the sector in the borough in 2008, including prestigious locations such as Hampton Court Palace, Kew Royal Botanic Gardens, Ham House and Garden, Marble Hill House plus hotels and numerous visitor destinations.
- Kew Gardens is the 6th most popular London Attraction according to VisitEngland (2010).
- Hampton Court is a significant destination of choice for people visiting the Borough from UK and overseas with an estimated 500,000 visitors a year (not including special events such as the prestigious flower show).
- There are over 70 hotels and bed and breakfasts across the borough, offering over 1,200 rooms with scope for more mid-range accommodation providers to locate within the Borough.
- The value of Richmond town centre's night time economy (NTE) grew to £312m in 2009, up 23% on 2006 figures. Employment in the town's night time economy grew by 21% to 6,800 jobs over the same period – the 10th highest growth in the UK compared to neighbouring Kingston's 10% drop in employment in the sector over the same period.
- Visitor satisfaction with the Borough is high, with visitors enjoying the tranquillity and peacefulness of the area, the river, open spaces and historical significance.