

# **Appendices – Volume 1**

## **for Analysis of Town & Local Centres 2006/7 (Incorporating Health Checks for main town centres)**

Appendix 1: Response to Issues & Options Consultation

Appendix 2: Zone A rents

Appendix 3: Diversity of Use in centres (2006 Town Centre Land Use Survey data)

Appendix 4: Key shops & Services in Smaller Centres (Table taken from Annual Monitoring Report 05/06).

Appendix 5: GOAD Entertainment data

Appendix 6: 2006 Pedestrian Flowcounts

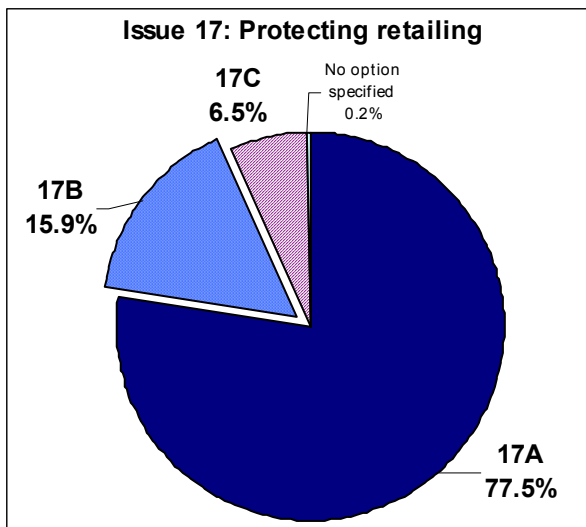
Appendix 7: Multiple Retailers: Comparison with UK average

Appendix 8: Diversity of Use: Comparison with UK average

## Appendix 1 Response to Issues and Options Consultation

### Issue 17 - Healthy town centres and protecting retailing: Should we continue to protect retailing in key frontages?

Option		number of responses	percent
17A	<b>Continue to protect retailing in key frontages</b>	<b>766</b>	<b>77.5</b>
17B	Allow more flexibility for shops to change to other uses such as pubs & restaurants, building societies and estate agents.	157	15.9
17C	Other	64	6.5
	No option specified	2	0.2
	<b>Total</b>	<b>989</b>	



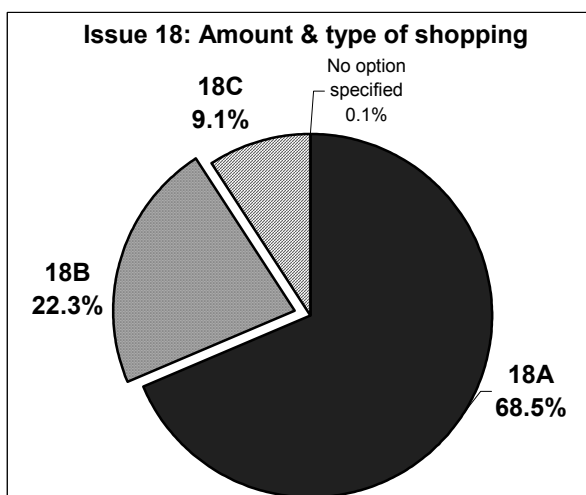
It is quite clear that there is overwhelming support for the continued protection of shopping in designated key shopping frontages.

Amongst those respondents who made specific comments on this issue, many felt that there are too many non-shop uses in existing frontages, particularly pubs and estate agents. Some comments related to the type or brand of retailer preferred, to encouraging independent small businesses and restricting supermarkets. However, the planning system is not able to distinguish between retailers in this way. Some felt that protection of shopping should be extended to all areas.

A minority felt that the market should decide, or that each application should be decided on its merits.

### Issue 18 - Amount and type of shopping: How should additional shopping needs be met?

Option		number	percent
18A	<b>make sufficient provision to meet the projected needs of residents and visitors, within the Borough</b>	<b>669</b>	<b>68.5</b>
18B	make no additional provision and allow any additional expenditure to take place outside the Borough	218	22.3
18C	Other	89	9.1
	No option specified	1	0.1
	<b>Total</b>	<b>977</b>	



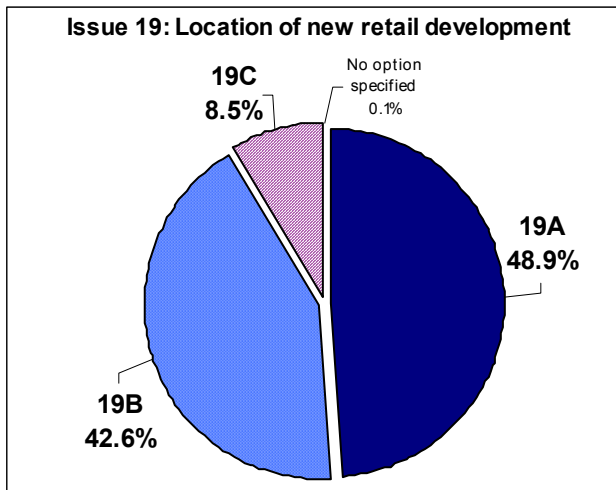
Although just short of a quarter of respondents felt that there should be no more retail floorspace provided, the majority felt that we should be meeting any projected need within the borough.

Amongst comments made, some respondents felt that there was sufficient range & choice existing already, coupled with a potential increase in internet shopping – reducing the need for more floorspace. As with Issue 17 some felt that support should be given to independent retailers and maintaining diversity and quality. Some concern was expressed that there should be adequate facilities in local shopping centres.

Some referred to the re-use of vacant retail units for other land uses. Others to allowing the market to decide.

**Issue 19 - Location of new retail development: Where should new shopping provision go?**

Option		number of responses	percent
19A	continue to steer most retail development into the 5 largest town centres of Richmond, Twickenham, East Sheen, Teddington and Whitton	571	48.9
19B	allow some modest retail development in the other larger local centres	497	42.6
19C	Other	99	8.5
	No option specified	1	0.1
	<b>Total</b>	<b>1,168</b>	

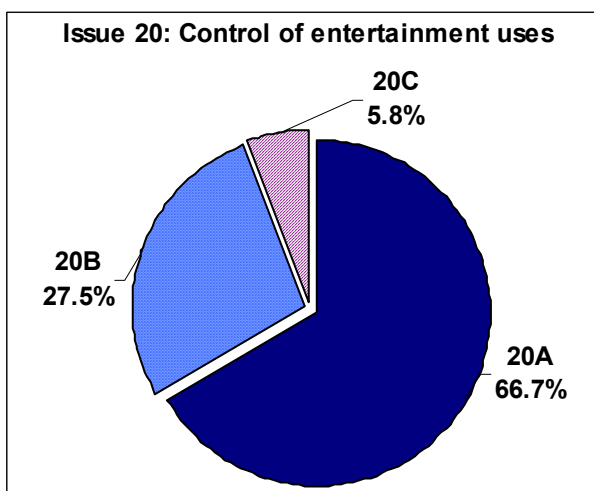


Opinion is divided about the most appropriate place to locate any new shopping floorspace. Almost half of respondents felt that we should continue to steer it into the main town centres. However, a very similar proportion felt that it was appropriate to allow modest development in some of the larger local centres.

Some respondents mentioned the need to locate development where there is adequate public transport. Development in local centres should respect local character. Barnes and St Margarets are mentioned as having expansion potential. Comments on type & quality of retailers were also mentioned in relation to this Issue.

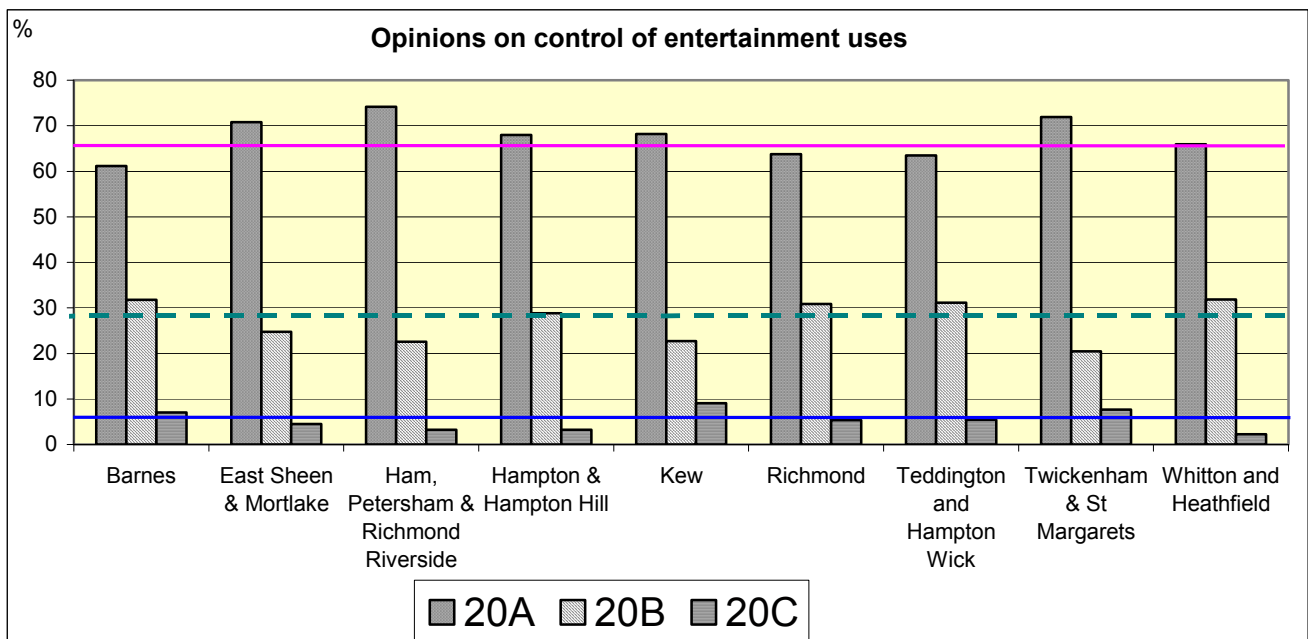
**Issue 20 - Control of entertainment uses: Should planning policy be more restrictive in relation to pubs and restaurants/take-aways?**

Option		number of responses	percent
20A	<b>greater restriction of further development of pubs and restaurants/take-aways than provided for by current policies.</b>	<b>652</b>	<b>66.7</b>
20B	continue with existing policies.	269	27.5
20C	Other	57	5.8
	No option specified	0	0.0
	<b>Total</b>	<b>978</b>	



Two thirds of respondents felt that greater restriction is needed, although just over a quarter indicated that the level of protection provided by existing policies is adequate. There is little variation in opinions between local areas. (See Figure below)

Specific comments made showed a wide variation in views from those who felt less restriction was needed to the majority who supported greater control. Again, comments were made on the type and quality of facilities preferred. Some felt that pubs and/or takeaways should be restricted more than restaurants. Some comments were made about licensing hours.

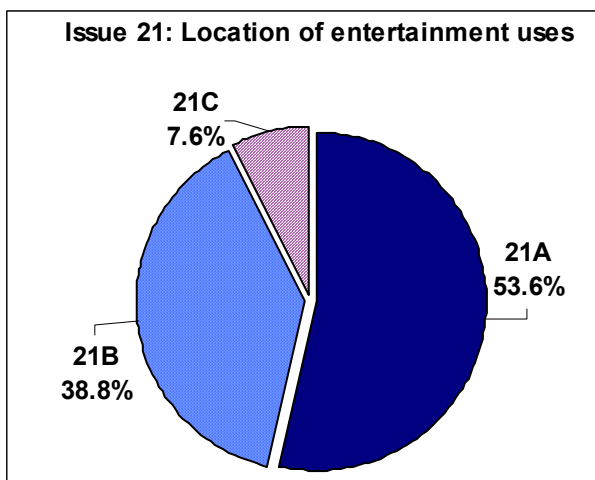


(Please refer to Table 1 to see the total number of responses in each area)

There is little variation. Those respondents who live in East Sheen & Mortlake, Ham, Petersham & Richmond Riverside<sup>1</sup> & Twickenham & St Margarets are marginally in favour of a more restrictive approach to these uses than those living in other areas.

**Issue 21 - Location of entertainment uses: Should policies disperse entertainment uses throughout town centres or cluster them together?**

Option		number of responses	percent
21A	disperse entertainment uses throughout the town centres	506	53.6
21B	cluster uses together into zones	366	38.8
21C	Other	72	7.6
	No option specified	0	0.0
	Total	944	



Opinion is split over where entertainment uses should be located. Just over half of respondents indicated that such uses should be dispersed throughout town centres. Although a sizable minority (39%) preferred the approach of clustering uses together.

The GLA view supports the latter, although government guidance refers to dispersal and a managed approach. Comments made supported both views, and included, the need to consider residential amenity, adequacy & ease of policing, and public transport availability.

Further focussed consultation on these issues was carried out in Spring 2007.

<sup>1</sup> Small number of respondents

## Appendix 2: Zone A rents (£ per ft<sup>2</sup>)

Centre	Year																		
	'88	'89	'90	'91	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05	06
Richmond	110	115	125	125	95	90	95	100	110	110	125	150	150	160	175	175	180	205	200
Putney	75	85	90	90	60	55	50	50	60	65	70	80	80	80	95	100	100	100	110
Chiswick	50	60	60	65	60	60	60	60	60	65	65	75	85	85	120	130	130	135	135
Ealing	110	130	130	120	90	90	110	110	120	125	150	150	150	150	175	180	185	185	190
Hounslow	85	90	80	75	60	55	55	55	60	70	75	80	85	85	90	95	95	100	105
Kingston	150	170	170	165	160	160	160	160	165	200	255	260	260	250	260	275	275	295	305

Centre	Year																		
	'88	'89	'90	'91	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05	06
Twickenham	35	45	45	45	32	32	35	35	35	35	35	40	45	45	60	65	70	70	70
East Sheen																	55	60	65
Teddington															35	40	45	50	50
Surbiton	35	45	45	48	40	40	35	35	35	35	35	40	40	45	45	50	50	55	65
Balham	30	35	35	35	35	35	35	35	35	40	40	40	45	50	60	70	75	80	85

source: © copyright Colliers CRE

### Notes:

Rental values relate to a hypothetical shop unit of optimum size and configuration in a prime pitch. Figures arrived at by adopting zone sizes standard for the location.

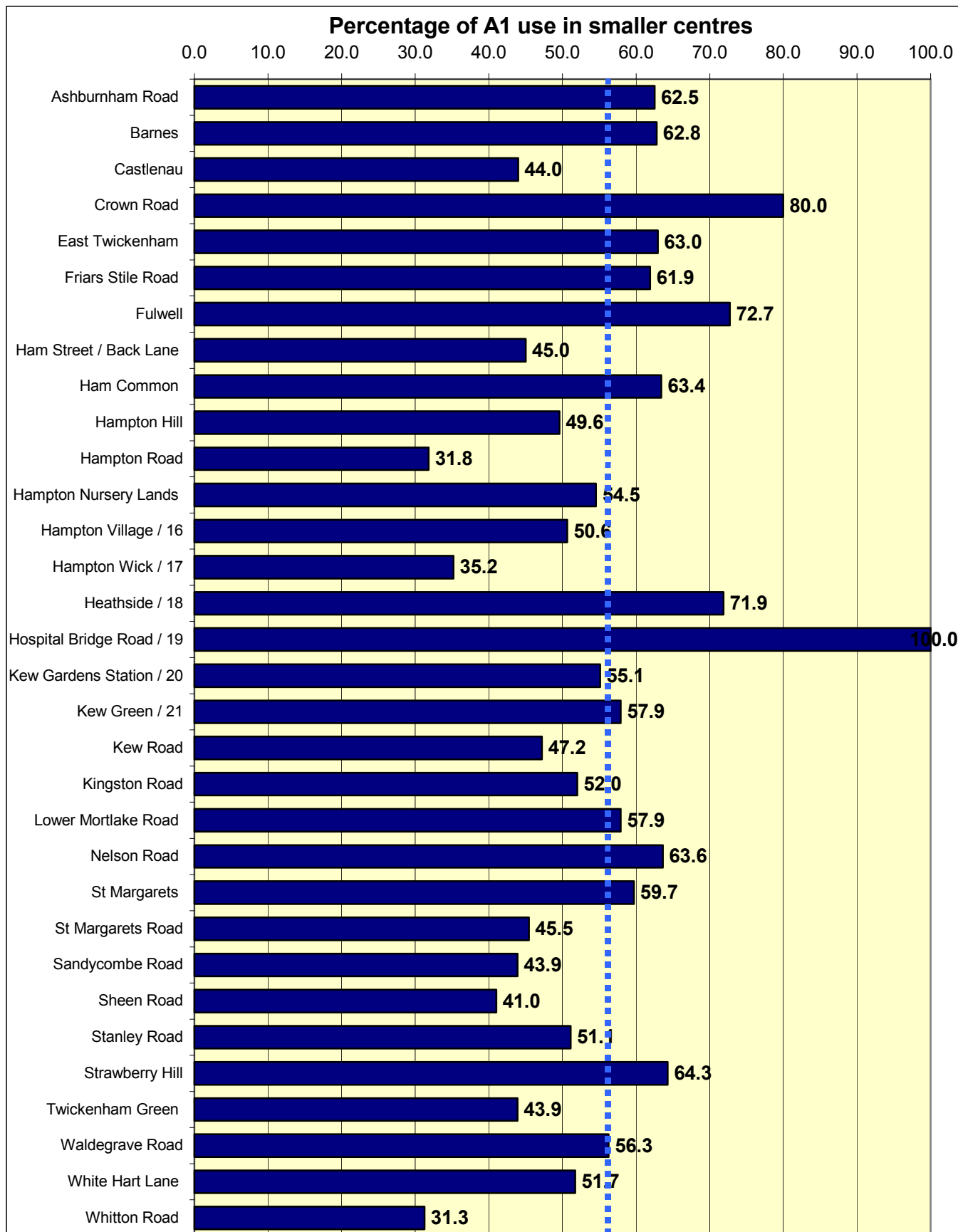
Blank cells appear for years where no data are available.

## Appendix 3: Diversity of Use

Table A3.1: Diversity of Use in smaller centres (2006)

<b>local centre/ parade</b>	<b>A1</b>	<b>A2</b>	<b>A3</b>	<b>A1/A3</b>	<b>A4</b>	<b>A5</b>	<b>Other</b>	<b>Vacant</b>	<b>A3/4/5</b>
Ashburnham Road	62.5	0.0	0.0	12.5	0.0	12.5	0.0	12.5	25.0
Barnes	62.8	12.4	8.5	2.3	3.1	0.8	7.8	2.3	14.7
Castlenau	44.0	0.0	24.0	4.0	0.0	4.0	12.0	12.0	32.0
Crown Road	80.0	10.0	0.0	0.0	0.0	0.0	10.0	0.0	0.0
East Twickenham	63.0	6.2	9.9	1.2	0.0	3.7	13.6	2.5	14.8
Friars Stile Road	61.9	0.0	9.5	9.5	4.8	0.0	4.8	9.5	23.8
Fulwell	72.7	0.0	0.0	0.0	0.0	9.1	9.1	9.1	9.1
Ham Street / Back Lane	45.0	0.0	0.0	5.0	0.0	15.0	20.0	15.0	20.0
Ham Common	63.4	22.0	7.3	2.4	0.0	2.4	2.4	0.0	12.2
Hampton Hill	49.6	8.7	7.1	0.8	3.1	2.4	17.3	11.0	13.4
Hampton Road	31.8	22.7	0.0	0.0	4.5	0.0	31.8	9.1	4.5
Hampton Nursery Lands	54.5	0.0	0.0	0.0	0.0	0.0	27.3	18.2	0.0
Hampton Village	50.6	10.4	9.1	1.3	2.6	3.9	14.3	7.8	16.9
Hampton Wick	35.2	1.9	9.3	1.9	7.4	1.9	35.2	7.4	20.4
Heathside	71.9	6.3	6.3	0.0	0.0	9.4	6.3	0.0	15.6
Hospital Bridge Road	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Gardens Station	55.1	8.2	12.2	2.0	2.0	4.1	16.3	0.0	20.4
Kew Green	57.9	5.3	10.5	5.3	5.3	0.0	10.5	5.3	21.1
Kew Road	47.2	0.0	22.2	5.6	8.3	0.0	8.3	8.3	36.1
Kingston Road	52.0	0.0	4.0	4.0	0.0	8.0	24.0	8.0	16.0
Lower Mortlake Road	57.9	5.3	0.0	5.3	0.0	5.3	15.8	10.5	10.5
Nelson Road	63.6	0.0	9.1	0.0	0.0	18.2	0.0	9.1	27.3
St Margarets	59.7	9.0	10.4	1.5	0.0	3.0	9.0	7.5	14.9
St Margarets Road	45.5	0.0	0.0	0.0	0.0	9.1	18.2	27.3	9.1
Sandycombe Road	43.9	7.3	14.6	0.0	0.0	7.3	12.2	14.6	22.0
Sheen Road	41.0	12.8	7.7	0.0	5.1	2.6	15.4	15.4	15.4
Stanley Road	51.1	6.7	6.7	0.0	2.2	6.7	15.6	11.1	15.6
Strawberry Hill	64.3	14.3	7.1	0.0	0.0	0.0	7.1	7.1	7.1
Twickenham Green	43.9	4.9	7.3	2.4	2.4	7.3	24.4	7.3	19.5
Waldegrave Road	56.3	0.0	6.3	0.0	6.3	6.3	18.8	6.3	18.8
White Hart Lane	51.7	3.4	6.9	1.7	1.7	1.7	19.0	13.8	12.1
Whitton Road	31.3	0.0	37.5	0.0	0.0	12.5	12.5	6.3	50.0
<b>average - local centres / parades</b>	<b>55.4</b>	<b>5.5</b>	<b>7.9</b>	<b>2.1</b>	<b>1.8</b>	<b>4.9</b>	<b>13.7</b>	<b>8.6</b>	<b>16.8</b>
<b>town centre</b>	<b>A1</b>	<b>A2</b>	<b>A3</b>	<b>A1/A3</b>	<b>A4</b>	<b>A5</b>	<b>Other</b>	<b>Vacant</b>	<b>A3/4/5</b>
East Sheen	58.8	6.1	10.5	0.7	1.4	3.7	12.6	6.1	16.3
Richmond	63.0	8.2	12.4	1.4	5.1	0.8	3.7	5.4	19.8
Teddington	59.0	9.2	8.7	2.6	2.1	2.6	7.7	8.2	15.9
Twickenham	54.0	11.3	12.0	1.7	4.7	4.3	7.3	4.7	22.7
Whitton	59.6	13.2	5.1	2.2	0.7	4.4	7.4	7.4	12.5
<b>average - main centres</b>	<b>58.9</b>	<b>9.6</b>	<b>9.8</b>	<b>1.7</b>	<b>2.8</b>	<b>3.2</b>	<b>7.7</b>	<b>6.3</b>	<b>17.4</b>
<b>average - all</b>	<b>56.5</b>	<b>8.3</b>	<b>9.7</b>	<b>1.7</b>	<b>2.8</b>	<b>3.4</b>	<b>10.9</b>	<b>6.8</b>	<b>17.6</b>

source: LBRuT Town Centre Land Use Survey 2006



Source: LBRuT, Town Centre Land Use Survey 2006

Note: Smaller centres vary considerably in size which has an impact on percentages.

Table A3.2: Mix of uses in Richmond town centre

March 2005 UDP designation	Use Class	1998	1999	2000	2001	2002	2004	2006	1998	1999	2000	2001	2002	2004	2006
		number of uses							percentages						
<b>KEY</b>	<b>A1</b>	173	174	174	173	168	172	172	71.8	72.5	72.2	73	71.2	73.2	72.9
	<b>A2</b>	9	9	10	9	9	11	10	3.7	3.8	4.1	3.8	3.8	4.7	4.2
	<b>A3/A4/A5</b>	34	34	36	36	37	37	34	14.1	14.2	14.9	15.2	15.6	15.7	14.4
	<b>Other</b>	13	13	12	10	10	7	7	5.4	5.4	5	4.2	4.2	3.0	3
	<b>Vacant</b>	12	10	9	9	12	8	13	5	4.2	3.7	3.8	5.1	3.4	5.5
	<b>Total</b>	<b>241</b>	<b>240</b>	<b>241</b>	<b>237</b>	<b>236</b>	<b>235</b>	<b>236</b>							
<b>SECONDARY</b>	<b>A1</b>	43	41	42	45	45	44	44	41.3	39.4	39.6	42.5	42.1	42.7	42.7
	<b>A2</b>	22	21	21	21	21	19	19	21.2	20.2	19.8	19.8	19.6	18.4	18.4
	<b>A3/A4/A5</b>	31	30	29	28	29	29	31	29.8	28.8	27.4	26.4	27.1	28.2	30.1
	<b>Other</b>	5	5	3	3	3	3	4	4.8	4.8	2.8	2.8	2.8	2.9	3.9
	<b>Vacant</b>	3	7	11	9	9	8	5	2.9	6.7	10.4	8.5	8.4	7.8	4.9
	<b>Total</b>	<b>104</b>	<b>104</b>	<b>106</b>	<b>106</b>	<b>107</b>	<b>103</b>	<b>103</b>							
<b>NON-DESIGNATED</b>	<b>A1</b>	2	4	4	6	6	7	7	25	36.4	36.4	54.5	54.5	63.6	46.7
	<b>A2</b>	0	1	0	0	0	0	0	0	9.1	0	0	0	0.0	0
	<b>A3/A4/A5</b>	3	3	4	4	4	4	5	37.5	27.3	36.4	36.4	36.4	36.4	33.3
	<b>Other</b>	3	3	3	1	0	0	2	37.5	27.3	27.3	9.1	0	0.0	13.3
	<b>Vacant</b>	0	0	0	0	1	0	1	0	0	0	0	9.1	0.0	6.7
	<b>Total</b>	<b>8</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>15</b>							
<b>TOTAL FRONTAGE</b>	<b>A1</b>	218	219	220	224	219	223	223	61.8	61.7	61.5	63.3	61.9	63.9	63
	<b>A2</b>	31	31	31	30	30	30	29	8.8	8.7	8.7	8.5	8.5	8.6	8.2
	<b>A3/A4/A5</b>	68	67	69	68	70	70	70	19.3	18.9	19.3	19.2	19.8	20.1	19.8
	<b>Other</b>	21	21	18	14	13	10	13	5.9	5.9	5	4	3.7	2.9	3.7
	<b>Vacant</b>	15	17	20	18	22	16	19	4.2	4.8	5.6	5.1	6.2	4.6	5.4
	<b>Total</b>	<b>353</b>	<b>355</b>	<b>358</b>	<b>354</b>	<b>354</b>	<b>349</b>	<b>354</b>							
<b>TOTAL DESIGNATED FRONTAGE</b>	<b>A1</b>	<b>216</b>	<b>215</b>	<b>216</b>	<b>218</b>	<b>213</b>	<b>216</b>	<b>216</b>	<b>62.6</b>	<b>62.5</b>	<b>62.2</b>	<b>63.6</b>	<b>62.1</b>	<b>63.9</b>	<b>63.7</b>
	<b>A2</b>	<b>31</b>	<b>30</b>	<b>31</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>29</b>	<b>9</b>	<b>8.7</b>	<b>8.9</b>	<b>8.7</b>	<b>8.7</b>	<b>8.9</b>	<b>8.6</b>
	<b>A3/A4/A5</b>	<b>65</b>	<b>64</b>	<b>65</b>	<b>64</b>	<b>66</b>	<b>66</b>	<b>65</b>	<b>18.9</b>	<b>18.6</b>	<b>18.7</b>	<b>18.6</b>	<b>19.2</b>	<b>19.5</b>	<b>19.2</b>
	<b>Other</b>	<b>18</b>	<b>18</b>	<b>15</b>	<b>13</b>	<b>13</b>	<b>10</b>	<b>11</b>	<b>5.2</b>	<b>5.2</b>	<b>4.3</b>	<b>3.8</b>	<b>3.8</b>	<b>3.0</b>	<b>3.2</b>
	<b>Vacant</b>	<b>15</b>	<b>17</b>	<b>20</b>	<b>18</b>	<b>21</b>	<b>16</b>	<b>18</b>	<b>4.3</b>	<b>4.9</b>	<b>5.8</b>	<b>5.2</b>	<b>6.1</b>	<b>4.7</b>	<b>5.3</b>
	<b>Total</b>	<b>345</b>	<b>344</b>	<b>347</b>	<b>343</b>	<b>343</b>	<b>338</b>	<b>339</b>							



Table A3.3: Mix of uses in Twickenham town centre

March 2005 UDP designation	Use Class	1998	1999	2000	2001	2002	2004	2006	1998	1999	2000	2001	2002	2004	2006
		number of uses								percentages					
<b>KEY</b>	A1	90	90	86	88	83	87	89	68.2	68.2	66.2	67.7	63.8	66.4	67.9
	A2	15	14	15	15	16	17	16	11.4	10.6	11.5	11.5	12.3	13.0	12.2
	A3/A4/A5	16	16	18	18	18	21	19	12.2	12.2	13.8	13.8	13.8	16.0	14.5
	Other	4	4	4	4	4	4	3	3	3	3.1	3.1	3.1	3.1	2.3
	Vacant	7	8	7	5	9	2	4	5.3	6.1	5.4	3.8	6.9	1.5	3.1
	<b>Total</b>	<b>132</b>	<b>132</b>	<b>130</b>	<b>130</b>	<b>130</b>	<b>131</b>	<b>131</b>							
<b>SECONDARY</b>	A1	58	58	55	55	59	54	56	45.3	47.5	46.6	46.2	48.8	45.8	47.5
	A2	13	13	12	13	13	14	16	10.2	10.7	10.2	10.9	10.7	11.9	13.6
	A3/A4/A5	26	28	28	28	28	29	27	20.3	22.9	23.7	23.5	23.1	24.6	22.9
	Other	14	15	14	13	12	13	12	10.9	12.3	11.9	10.9	9.9	11.0	10.2
	Vacant	17	8	9	10	9	8	7	13.3	6.6	7.6	8.4	7.4	6.8	5.9
	<b>Total</b>	<b>128</b>	<b>122</b>	<b>118</b>	<b>119</b>	<b>121</b>	<b>118</b>	<b>118</b>							
<b>NON-DESIGNATED</b>	A1	12	14	12	15	16	15	17	28.6	29.8	24.5	28.8	32.7	30.0	33.3
	A2	2	3	2	2	2	1	2	4.8	6.4	4.1	3.8	4.1	2.0	3.9
	A3/A4/A5	19	23	20	20	21	<b>23</b>	22	45.2	48.9	40.8	38.5	42.9	46.0	43.1
	Other	8	6	10	10	5	8	7	19	12.8	20.4	19.2	10.2	16.0	13.7
	Vacant	1	1	5	5	5	3	3	2.4	2.1	10.2	9.6	10.2	6.0	5.9
	<b>Total</b>	<b>42</b>	<b>47</b>	<b>49</b>	<b>52</b>	<b>49</b>	<b>50</b>	<b>51</b>							
<b>TOTAL FRONTAGE</b>	A1	160	162	153	158	158	156	162	53	53.8	51.5	52.5	52.7	52.2	54
	A2	30	30	29	30	31	32	34	9.9	10	9.8	10	10.3	10.7	11.3
	A3/A4/A5	61	67	66	66	67	73	68	20.2	22.3	22.2	21.9	22.3	24.4	22.7
	Other	26	25	28	27	21	25	22	8.6	8.3	9.4	9	7	8.4	7.3
	Vacant	25	17	21	20	23	13	14	8.3	5.6	7.1	6.6	7.7	4.3	4.7
	<b>Total</b>	<b>302</b>	<b>301</b>	<b>297</b>	<b>301</b>	<b>300</b>	<b>299</b>	<b>300</b>							
<b>TOTAL DESIGNATED FRONTAGE</b>	A1	148	148	141	143	142	141	145	56.9	58.3	56.9	57.4	56.6	56.6	58.2
	A2	28	27	27	28	29	31	32	10.8	10.6	10.9	11.2	11.6	12.4	12.9
	A3/A4/A5	42	44	46	46	46	50	46	16.2	17.3	18.5	18.5	18.3	20.1	18.5
	Other	18	19	18	17	16	17	15	6.9	7.5	7.3	6.8	6.4	6.8	6
	Vacant	24	16	16	15	18	10	11	9.2	6.3	6.5	6	7.2	4.0	4.4
	<b>Total</b>	<b>260</b>	<b>254</b>	<b>248</b>	<b>249</b>	<b>251</b>	<b>249</b>	<b>249</b>							

Appendices for Analysis of Town & Local Centres incorporating Health Checks for main town centres 2006/7

Table A3.4: Mix of uses in East Sheen town centre

March 2005 UDP designation	Use Class	1998	1999	2000	2001	2002	2004	2006	1998	1999	2000	2001	2002	2004	2006
		number of uses							percentages						
<b>KEY</b>	<b>A1</b>	51	54	55	52	55	57	52	65.4	69.2	72.4	68.4	72.4	76.0	67.5
	<b>A2</b>	12	14	12	12	12	10	11	15.4	17.9	15.8	15.8	15.8	13.3	14.3
	<b>A3/A4/A5</b>	8	9	8	7	6	6	9	10.3	11.6	10.5	9.2	7.9	8.0	11.7
	<b>Other</b>	0	0	0	0	0	0	1	0	0	0	0	0	0.0	1.3
	<b>Vacant</b>	7	1	1	5	3	2	4	9	1.3	1.3	6.6	3.9	2.7	5.2
	<b>Total</b>	<b>78</b>	<b>78</b>	<b>76</b>	<b>76</b>	<b>76</b>	<b>75</b>	<b>77</b>							
<b>SECONDARY</b>	<b>A1</b>	69	66	70	71	73	77	74	57.5	55	59.3	59.7	61.9	65.8	63.8
	<b>A2</b>	3	4	5	4	4	4	4	2.5	3.3	4.2	3.4	3.4	3.4	3.4
	<b>A3/A4/A5</b>	23	23	25	24	25	24	23	19.1	19.1	21.1	20.2	21.2	20.5	19.8
	<b>Other</b>	15	12	10	10	9	9	8	12.5	10	8.5	8.4	7.6	7.7	6.9
	<b>Vacant</b>	10	15	8	10	7	3	7	8.3	12.5	6.8	8.4	5.9	2.6	6
	<b>Total</b>	<b>120</b>	<b>120</b>	<b>118</b>	<b>119</b>	<b>118</b>	<b>117</b>	<b>116</b>							
<b>NON- DESIGNATED</b>	<b>A1</b>	46	49	44	46	47	46	47	49.5	53.3	48.4	50	51.1	50.0	46.5
	<b>A2</b>	4	2	2	2	2	3	3	4.3	2.2	2.2	2.2	2.2	3.3	3
	<b>A3/A4/A5</b>	14	14	17	15	18	17	16	15.1	15.2	18.7	16.3	19.6	18.5	15.8
	<b>Other</b>	23	22	22	23	23	22	28	24.7	23.9	24.2	25	25	23.9	27.7
	<b>Vacant</b>	6	5	6	6	2	4	7	6.5	5.4	6.6	6.5	2.2	4.3	6.9
	<b>Total</b>	<b>93</b>	<b>92</b>	<b>91</b>	<b>92</b>	<b>92</b>	<b>92</b>	<b>101</b>							
<b>TOTAL FRONTAGE</b>	<b>A1</b>	166	169	169	169	175	180	173	57	58.3	59.3	58.9	61.2	63.4	58.8
	<b>A2</b>	19	20	19	18	18	17	18	6.5	6.9	6.7	6.3	6.3	6.0	6.1
	<b>A3/A4/A5</b>	45	46	50	46	49	47	48	15.5	15.9	17.5	16	17.1	16.5	16.3
	<b>Other</b>	38	34	32	33	32	31	37	13.1	11.7	11.2	11.5	11.2	10.9	12.6
	<b>Vacant</b>	23	21	15	21	12	9	18	7.9	7.2	5.3	7.3	4.2	3.2	6.1
	<b>Total</b>	<b>291</b>	<b>290</b>	<b>285</b>	<b>287</b>	<b>286</b>	<b>284</b>	<b>294</b>							
<b>TOTAL DESIGNATED FRONTAGE</b>	<b>A1</b>	<b>120</b>	<b>120</b>	<b>125</b>	<b>123</b>	<b>128</b>	<b>134</b>	<b>126</b>	<b>60.6</b>	<b>60.6</b>	<b>64.4</b>	<b>63.1</b>	<b>66</b>	<b>69.8</b>	<b>65.3</b>
	<b>A2</b>	<b>15</b>	<b>18</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>14</b>	<b>15</b>	<b>7.6</b>	<b>9.1</b>	<b>8.8</b>	<b>8.2</b>	<b>8.2</b>	<b>7.3</b>	<b>7.8</b>
	<b>A3/A4/A5</b>	<b>31</b>	<b>32</b>	<b>33</b>	<b>31</b>	<b>31</b>	<b>30</b>	<b>32</b>	<b>15.6</b>	<b>16.2</b>	<b>17</b>	<b>15.9</b>	<b>15.9</b>	<b>15.6</b>	<b>16.6</b>
	<b>Other</b>	<b>15</b>	<b>12</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>7.6</b>	<b>6.1</b>	<b>5.2</b>	<b>5.1</b>	<b>4.6</b>	<b>4.7</b>	<b>4.7</b>
	<b>Vacant</b>	<b>17</b>	<b>16</b>	<b>9</b>	<b>15</b>	<b>10</b>	<b>5</b>	<b>11</b>	<b>8.6</b>	<b>8.1</b>	<b>4.6</b>	<b>7.7</b>	<b>5.2</b>	<b>2.6</b>	<b>5.7</b>
	<b>Total</b>	<b>198</b>	<b>198</b>	<b>194</b>	<b>195</b>	<b>194</b>	<b>192</b>	<b>193</b>							

Appendices for Analysis of Town & Local Centres incorporating Health Checks for main town centres 2006/7

Table A3.5: Mix of uses in Teddington town centre

March 2005 UDP designation	Use Class	1998	1999	2000	2001	2002	2004	2006	1998	1999	2000	2001	2002	2004	2006
		number of uses							percentages						
<b>KEY</b>	A1	70	65	67	64	58	65	65	76.1	74.7	74.4	71.1	64.4	73.9	73.9
	A2	8	8	7	7	7	7	7	8.7	9.2	7.8	7.8	7.8	8.0	8
	A3	9	10	10	10	9	9		9.8	11.5	11.1	11.1	10	10.2	
	A1/A3	0	0	1	1	2	4		0	0	1.1	1.1	2.2	4.5	
	A3/A4/A5	9	10	11	11	11	13	11	9.8	11.5	12.2	12.2	12.2	14.8	12.5
	Other	3	2	2	2	2	0	0	3.3	2.3	2.2	2.2	2.2	0.0	0
	Vacant	2	2	3	6	12	3	5	2.2	2.3	3.3	6.7	13.3	3.4	5.7
	<b>Total</b>	<b>92</b>	<b>87</b>	<b>90</b>	<b>90</b>	<b>90</b>	<b>88</b>	<b>88</b>							
<b>SECONDARY</b>	A1	27	46	42	41	43	43	42	39.1	52.9	53.8	52.6	54.4	55.1	54.5
	A2	6	6	6	9	9	9	8	8.7	6.9	7.7	11.5	11.4	11.5	10.4
	A3	16	15	13	12	12	12		23.2	17.2	16.7	15.4	15.2	15.4	
	A1/A3	0	1	2	2	3	3		0	1.1	2.6	2.6	3.8	3.8	
	A3/A4/A5	16	16	15	14	15	15	15	23.2	18.3	19.3	18	19	19.2	19.5
	Other	14	11	8	8	9	8	7	20.3	12.6	10.3	10.3	11.4	10.3	9.1
	Vacant	6	8	7	6	3	3	5	8.7	9.2	9	7.7	3.8	3.8	6.5
	<b>Total</b>	<b>69</b>	<b>87</b>	<b>78</b>	<b>78</b>	<b>79</b>	<b>78</b>	<b>77</b>							
<b>NON-DESIGNATED</b>	A1	8	11	10	10	9	10	8	33.3	42.3	33.3	34.5	31	34.5	26.7
	A2	7	5	5	4	4	4	3	29.2	19.2	16.7	13.8	13.8	13.8	10
	A3/A4/A5	4	4	5	5	5	6	5	16.7	15.4	16.7	17.2	17.2	20.7	16.7
	Other	4	5	6	5	7	8	8	16.7	19.2	20	17.2	24.1	27.6	26.7
	Vacant	1	1	4	5	4	1	6	4.2	3.8	13.3	17.2	13.8	3.4	20
	<b>Total</b>	<b>24</b>	<b>26</b>	<b>30</b>	<b>29</b>	<b>29</b>	<b>29</b>	<b>30</b>							
<b>TOTAL FRONTAGE</b>	A1	105	122	119	115	110	118	115	56.8	61	60.1	58.4	55.6	60.5	59
	A2	21	19	18	20	20	20	18	11.4	9.5	9.1	10.2	10.1	10.3	9.2
	A3/A4/A5	29	30	31	30	31	34	31	15.7	15	15.7	15.2	15.7	17.4	15.9
	Other	21	18	16	15	18	16	15	11.4	9	8.1	7.6	9.1	8.2	7.7
	Vacant	9	11	14	17	19	7	16	4.9	5.5	7.1	8.6	9.6	3.6	8.2
	<b>Total</b>	<b>185</b>	<b>200</b>	<b>198</b>	<b>197</b>	<b>198</b>	<b>195</b>	<b>195</b>							
<b>TOTAL DESIGNATED FRONTAGE</b>	A1	97	111	109	105	101	108	107	60.2	63.8	64.9	62.5	59.8	65.1	64.8
	A2	14	14	13	16	16	16	15	8.7	8	7.7	9.5	9.5	9.6	9.1
	A3/A4/A5	25	26	26	25	26	28	26	15.5	15	15.5	14.9	15.4	16.9	15.8
	Other	17	13	10	10	11	8	7	10.6	7.5	6	6	6.5	4.8	4.2
	Vacant	8	10	10	12	15	6	10	5	5.7	6	7.1	8.9	3.6	6.1
	<b>Total</b>	<b>161</b>	<b>174</b>	<b>168</b>	<b>168</b>	<b>169</b>	<b>166</b>	<b>165</b>							

Appendices for Analysis of Town & Local Centres incorporating Health Checks for main town centres 2006/7

Table A3.6: Mix of uses in Whitton town centre

March 2005 UDP designation	Use Class	1998	1999	2000	2001	2002	2004	2006	1998	1999	2000	2001	2002	2004	2006
		number of uses								percentages					
<b>KEY</b>	<b>A1</b>	55	55	59	54	55	56	51	74.3	74.3	79.7	73	74.3	74.7	70.8
	<b>A2</b>	3	3	3	3	3	3	4	4.1	4.1	4.1	4.1	4.1	4.0	5.6
	<b>A3/A4/A5</b>	6	5	6	7	7	9	10	8.1	6.8	8.1	9.5	9.5	12	13.9
	<b>Other</b>	1	1	1	1	1	1	1	1.4	1.4	1.4	1.4	1.4	1.3	1.4
	<b>Vacant</b>	9	10	5	9	8	6	6	12.2	13.5	6.8	12.2	10.8	8.0	8.3
	<b>Total</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>75</b>	<b>72</b>							
<b>SECONDARY</b>	<b>A1</b>	25	23	21	19	18	20	21	62.5	59	55.3	50	47.4	52.6	53.8
	<b>A2</b>	10	10	10	11	13	12	11	25	25.6	26.3	28.9	34.2	31.6	28.2
	<b>A3/A4/A5</b>	3	3	3	3	3	3	3	7.5	7.7	7.9	7.9	7.9	7.9	7.7
	<b>Other</b>	1	1	1	1	1	1	1	2.5	2.6	2.6	2.6	2.6	2.6	2.6
	<b>Vacant</b>	1	2	3	4	3	2	3	2.5	5.1	7.9	10.5	7.9	5.3	7.7
	<b>Total</b>	<b>40</b>	<b>39</b>	<b>38</b>	<b>38</b>	<b>38</b>	<b>38</b>	<b>39</b>							
<b>NON- DESIGNATED</b>	<b>A1</b>	9	8	6	7	7	7	9	39.1	34.8	60	28	29.2	29.2	36
	<b>A2</b>	4	5	4	5	6	6	3	17.4	21.7	40	20	25	25.0	12
	<b>A3/A4/A5</b>	4	4	0	4	4	4	4	17.4	17.4	0	16	16.7	16.7	16
	<b>Other</b>	5	5	0	5	5	7	8	21.7	21.7	0	20	20.8	29.2	32
	<b>Vacant</b>	1	1	0	4	2	0	1	4.3	4.3	0	16	8.3	0.0	4
	<b>Total</b>	<b>23</b>	<b>23</b>	<b>10</b>	<b>25</b>	<b>24</b>	<b>24</b>	<b>25</b>							
<b>TOTAL FRONTAGE</b>	<b>A1</b>	89	86	86	80	80	83	81	65	63.2	70.5	58.4	58.8	60.6	59.6
	<b>A2</b>	17	18	17	19	22	21	18	12.4	13.2	13.9	13.9	16.2	15.3	13.2
	<b>A3/A4/A5</b>	13	12	9	14	14	16	17	9.5	8.8	7.4	10.2	10.3	11.7	12.5
	<b>Other</b>	7	7	2	7	7	9	10	5.1	5.1	1.6	5.1	5.1	6.6	7.4
	<b>Vacant</b>	11	13	8	17	13	8	10	8	9.6	6.6	12.4	9.6	5.8	7.4
	<b>Total</b>	<b>137</b>	<b>136</b>	<b>122</b>	<b>137</b>	<b>136</b>	<b>137</b>	<b>136</b>							
<b>TOTAL DESIGNATED FRONTAGE</b>	<b>A1</b>	<b>80</b>	<b>78</b>	<b>80</b>	<b>73</b>	<b>73</b>	<b>76</b>	<b>72</b>	<b>70.2</b>	<b>69</b>	<b>71.4</b>	<b>65.2</b>	<b>65.2</b>	<b>67.3</b>	<b>64.9</b>
	<b>A2</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>16</b>	<b>15</b>	<b>15</b>	<b>11.4</b>	<b>11.5</b>	<b>11.6</b>	<b>12.5</b>	<b>14.3</b>	<b>13.3</b>	<b>13.5</b>
	<b>A3/A4/A5</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>13</b>	<b>7.9</b>	<b>7.1</b>	<b>8</b>	<b>8.9</b>	<b>8.9</b>	<b>10.6</b>	<b>11.7</b>
	<b>Other</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1.8</b>	<b>1.8</b>	<b>1.8</b>	<b>1.8</b>	<b>1.8</b>	<b>1.8</b>	<b>1.8</b>
	<b>Vacant</b>	<b>10</b>	<b>12</b>	<b>8</b>	<b>13</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>8.8</b>	<b>10.6</b>	<b>7.1</b>	<b>11.6</b>	<b>9.8</b>	<b>7.1</b>	<b>8.1</b>
	<b>Total</b>	<b>114</b>	<b>113</b>	<b>112</b>	<b>112</b>	<b>112</b>	<b>113</b>	<b>111</b>							

Appendices for Analysis of Town & Local Centres incorporating Health Checks for main town centres 2006/7  
 Appendix 4: Table A4.1 Key shops & Services in Smaller Centres (Table taken from Annual Monitoring Report 05/06).

local service/shop	Year	Ashburnham Road	Barnes	Castlenau	East Twickenham	Friars Stile Road	Fulwell	Ham Common	Ham Street / Back Lane	Hampton Hill	Hampton Nursery Lands	Hampton Village	Hampton Wick	Heathside	Hospital Bridge Road	Kew Gardens Station
Chemist	2004	*	*	*	*	*		*	*	*	*	*		*	*	*
	2005	*	*	*	*	*		*	*	*	*	*		*	*	*
	2006	*	*	*	*	*		*	*	*	*	*		*	*	*
Newsagents	2004	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	2005	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	2006	*	*	*	*	*	*	*	*	*	Note 1	*	*	*	*	*
Hairdresser	2004		*	*	*		*	*	*	*	*	*	*	*		*
	2005		*	*	*		*	*	*	*	*	*	*	*		*
	2006		*	*	*		*	*	*	*	*	*	*	*		*
Pub / Restaurant	2004		*	*	*	*	*	*		*	*	*	*	*		*
	2005		*	*	*	*	*	*		*	*	*	*	*		*
	2006	Note 2	*	*	*	*	*	*	Note 3	*	*	*	*	*		*
Post Office	2004		*	*	*	*	*		*	*	*	*	*	*	*	
	2005		*	*	*		*			*		*	*	*	*	?
	2006		*	*	*		*			*		*	*	*	*	*
Bank	2004		*					*		*		*				*
	2005		*					*		*		*				*
	2006	ATM	*					*		*		*				*
off licence	2004	*	*	*	*	*	*	*		*		*	*	*	*	*
	2005	*	*	*	*	*	*	*		*		*		*	*	*
	2006	*	*	*	*	*	*	*		*		*		*	*	*
Bakers/ patisserie	2004	*	*	*		*		*		*		*	*	*		
	2005	*	*	*		*		*		*		*	*	*		
	2006	*	*	*		*		*		*		*		*		
Butchers	2004		*			*		*				*		*	*	*
	2005		*			*		*				*		*	*	*
	2006		*			*		*				*		*	*	*
Green Grocer	2004		*		*	*		*						*		*
	2005		*		*	*		*								*
	2006		*		*	*		*								*
small general store	2004	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	2005	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	2006	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
modest supermarket (c.250m2 gfa+)	2004	*	*	pfs shop						*	*					
	2005	*	*	pfs shop						*	*					*
	2006	*	*	pfs shop						*	*					*
total of 11 key services	2004	5	11	8	8	9	5	10	5	9	6	10	7	10	6	9
	2005	5	11	8	8	9	5	10	4	9	5	10	6	9	6	9
	2006	5	11	8	8	9	5	10	4	9	4	10	5	9	6	10

Appendices for Analysis of Town & Local Centres incorporating Health Checks for main town centres 2006/7

local service/shop	Year	Kew Green	Kew Road	Kingston Road	Lower Mortlake Road	Nelson Road	Sandycombe Road	Sheen Road	St Margarets	Stanley Road	Strawberry Hill	Twickenham Green	Waldegrave Road	White Hart Lane	Whitton Road	No of centres with service
Chemist	2004			*				*	*	*	*	*				19
	2005			*	*			*	*	*	*	*				20
	2006			*	*			*	*	*	*	*				20
Newsagents	2004	*	*	*	*	*	*	*	*	*	*	*		*	*	28
	2005	*	*	*	*	*		*	*	*	*	*		*	*	27
	2006	*	*	*	*	*		*	*	*	*	*		*	*	26
Hairdresser	2004		*	*		*	*	*	*	*	*	*	*	*		23
	2005		*	*		*	*	*	*	*	*	*	*	*		23
	2006		*	*		*	*	*	*	*	*	*	*	*		23
Pub / Restaurant	2004	*	*				*	*	*	*	*	*	*	*	*	22
	2005	*	*	*	*		*	*	*	*	*	*	*	*	*	24
	2006	*	*	*	*	Note 4	*	*	*	*	*	*	*	*	*	24
Post Office	2004		*			*	*	*	*	*	*	*		*		21
	2005		*					*	*		*	*				15
	2006		*					*	*		*	*				16
Bank	2004															5
	2005								ATM							5
	2006								ATM							5
off licence	2004		*	*	*	*		*	*	*	*	*	*	*	*	24
	2005		*	*	*	*		*	*	*	*	*	*	*	*	23
	2006		*	*	*	*		*	*	*	*	*	*	*	*	23
Bakers/ patisserie	2004				*				*	*						12
	2005			*	*					*						12
	2006			*						*						10
Butchers	2004				*				*			*	*			11
	2005				*				*			*	*			11
	2006				*							*	*			10
Green Grocer	2004								*							8
	2005								*							7
	2006								*							7
small general store	2004	*	*	*	*	*	*	*	*	*	*	*	*	*	*	29
	2005	*	*	*	*	*	*	*	*	*	*	*	*	*	*	29
	2006	*	*	*	*	*	*	*	*	*	*	*	*	*	*	29
modest supermarket (c.250m2 gfa+)	2004								*							6
	2005								*							7
	2006								*							7
<b>total of 11 key services</b>	<b>2004</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>6</b>	<b>4</b>	
	<b>2005</b>	<b>3</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>4</b>	
	<b>2006</b>	<b>3</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>4</b>	

[source: Town Centre Land Use Surveys 1997 & 2006. Such surveys are snapshot surveys. Land uses are assessed by observation only. Land uses may not be the lawful use.](#)

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Note 1 - Former newsagents at Tangle Park Rd has permission for a metropolitan police shop. Former newsagents at Percy Road will transfer its functions to branch opposite.

Note 2 - Has take away. Small centre, other units occupied by A1 retailers.

Note 3 - Centre includes take away & café. 2 pubs in vicinity.

Note 4 - Has take away

## Appendix 5: Entertainment sector data

Table A5.1: Borough town centre data: Comparison with UK average

		Richmond	Twickenham	East Sheen	Teddington	Whitton
category: bars & wine bars	outlet count	9	6	2	4	0
	index	159	147	64	151	0
	floorspace (ft2)	21,700	10,500	4,900	16,900	0
	index	168	104	64	255	0
category: cafes	outlet count	23	13	5	5	3
	index	220	172	86	102	95
	floorspace (ft2)	21,600	11,800	7,200	4,200	2,300
	index	269	188	151	102	139
category: fast food & take away	outlet count	10	16	12	7	5
	index	55	122	119	82	91
	floorspace (ft2)	6,600	16,800	15,500	7,200	3,600
	index	48	155	188	101	126
category: public houses	outlet count	15	12	2	6	1
	index	115	126	28	97	25
	floorspace (ft2)	30,200	38,600	9,000	17,800	2,300
	index	110	180	55	127	41
category: restaurants	outlet count	36	25	14	14	3
	index	226	217	158	187	62
	floorspace (ft2)	54,000	38,900	18,000	24,600	2,400
	index	273	252	154	243	59
total leisure services	outlet count	104	80	38	39	15
	index	133	142	88	106	63
	floorspace (ft2)	162,800	130,000	64,100	78,700	13,000
	index	121	124	81	114	47
survey date		04/02/05	n/a	12/05/03	16/07/03	n/a

© Experian GOAD (Latest data available at July 2005)

**Notes:**

Map Info/ Experian GOAD are leaders in providing information to the retail sector and survey a large number of towns throughout the country. From this a UK index is derived, whereby if a town had an index of 100 it would exactly match the UK average. A figure below 100 indicates the percentage of outlets/floorspace is below the average, and a figure of more than 100, above the average. There may be differences in the definition of town centres between GOAD and local authorities and survey dates vary between centres. However, it remains the best means of assessing town centre diversity against national comparator.

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Table A5.2 - Provision of Leisure Services related to the Night Time Economy in South London's Town Centres plus Purley Way (Floorspace – m2)

Centre	Borough	Cinema	Sports & Leisure	Bars & Pubs	Cafés & Restaurants	Total
		M <sup>2</sup>				
Croydon	Croydon	2,190	500	19,460	13,960	<b>36,110</b>
Kingston	Kingston upon Thames	3,710	7,040	9,800	7,170	<b>27,720</b>
Bromley	Bromley	2,880	5,290	6,470	6,850	<b>21,490</b>
Sutton	Sutton	3,810	1,100	7,870	4,950	<b>17,730</b>
Wimbledon	Merton	2,800	890	6,640	5,310	<b>15,640</b>
Richmond	Richmond upon Thames	1,910	50	4,900	6,610	<b>13,470</b>
Twickenham	Richmond upon Thames	0	290	4,410	4,470	<b>9,170</b>
Beckenham	Bromley	1,670	0	2,920	3,170	<b>7,760</b>
Orpington	Bromley	0	2,360	1,830	2,740	<b>6,930</b>
Upper Norwood	Croydon	0	50	2,820	3,980	<b>6,850</b>
Croydon – Purley Way	Croydon	640	5,840	2,340	3,770	<b>6,750</b>

Source: Experian Business Strategies (GOAD Centre data) – Extract from Annex 4 of South London SRDF (2005)

## Appendix 6: 2006 Pedestrian Flowcounts

### Richmond

(persons per hour)

Premises name	address	morning	lunchtime	afternoon	early evening
Fine Art Studios	24-6 Richmond Hill	102	180	204	72
Adesso	24 Hill Rise	156	312	312	246
Moss Bros	15 Hill Street	276	564	414	420
Starlight Tandoori	12 Red Lion Street	102	192	312	126
Dickens & Jones	75-81 George Street	456	1224	690	348
Marks and Spencer	75-81 George Street	1260	2418	1362	672
Fenn, Wright & Mason	1 The Quadrant	888	1746	1002	588
Waitrose	2-4 Sheen Road	558	690	660	336
BR Station	Kew Road	1392	1086	1716	1698
Orange Tree PH	45 Kew Road	186	678	468	288

Based on aggregation of 10 minute counts per site.

### Teddington

persons per hour

Premises name	address	morning	lunchtime	afternoon	early evening
Tesco	20-28 Broad Street	492	1062	804	498
Boots	61 Broad Street	450	522	444	192
In-Toto kitchens	10-12 The Causeway	108	186	150	264
Budgens	29-33 High Street	342	504	384	108
Sage	80 Broad Street	96	168	150	30
The Smith Gallery	80 High Street	186	318	180	132
Marks and Spencer	High Street	258	354	324	162

### East Sheen

persons per hour

Premises name	address	morning	lunchtime	afternoon	early evening
Pizzagogo	378 Upper Richmond Rd West	36	42	60	54
Leonardos Winebar	1-2 Grand Parade	96	138	186	114
Waitrose		480	792	900	282
Michael Gregory	254 Sheen Lane	144	342	246	96
Texaco	Sheen Lane	210	198	162	408
Taste of Raj	130 Upper Richmond Rd West	132	114	156	36
Blockbuster Video	158 Upper Richmond Rd West	144	78	138	96
Sheen Bed Company	215 Upper Richmond Rd West	150	282	90	78
Lasyf Hi-fi	220 Upper Richmond Rd West	282	222	258	216
HSBC	357 Upper Richmond Rd West	240	450	132	108

### Whitton

Premises name	address	morning	lunchtime	afternoon	early evening
Chiropodists	113 Nelson Road	186	174	126	60
Marks Newsagents	41 High Street	252	282	288	132
BR Station	High Street	252	264	558	168
Vacant	128 High Street	174	132	108	90
Tesco	88-90 High Street	720	822	630	288
Iceland	26-32 High Street	306	318	288	102

**Twickenham**

**persons per hour**

Premises name	address	morning	lunchtime	afternoon	early evening
Tai Fok	158 Heath Road	270	270	282	198
Machine Mart	85 Heath Road	96	138	108	114
Blockbuster Video	36-40 Heath Road	288	564	546	324
Quality Seconds	26-30 King Street	528	1278	900	390
McDonalds (vacant)	3 King Street	606	1020	684	462
Par Ici	41 Church Street	120	216	168	120
Budgens	14-16 York Street	114	276	126	54
HSBC	2-6 London Road	408	984	456	486
Forever Hairdresser	43 London Road	258	426	426	270
Waitrose	50 London Road	666	1326	612	366

source: LBRuT data, Spring 2006.

## Appendix 7: Multiple Retailers: Comparison with UK average

	number of outlets*1	Index comparing centre to UK base*2			
		comparison retail	convenience retail	leisure	financial & business services
Richmond	167	97	43	129	118
Twickenham	85	59	115	141	157
East Sheen	48	83	92	96	159
Teddington	48	50	148	144	172

	amount of floorspace ft2	Index comparing centre to UK base*2			
		comparison retail	convenience retail	leisure	financial & business services
Richmond	391,400	93	70	141	n/a
Twickenham	219,200	54	105	155	39
East Sheen	130,400	69	134	90	53
Teddington	138,200	43	155	169	n/a

\*1- A multiple has 9 or more outlets. All multiples included retail, retail service, leisure service & financial and business services

\*2 - Index of 100 = UK average, less than 100 indicates fewer multiples than the average

no data are provided for Whitton

source: © Map Info/ Experian GOAD

**Notes:**

Map Info/ Experian GOAD are leaders in providing information to the retail sector and survey a large number of towns throughout the country. From this a UK index is derived, whereby if a town had an index of 100 it would exactly match the UK average. A figure below 100 indicates the percentage of outlets/floorspace is below the average, and a figure of more than 100, above the average. There may be differences in the definition of town centres between GOAD and local authorities and survey dates vary between centres. However, it remains the best means of assessing town centre diversity against national comparator.

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## Appendix 8: Diversity of Use – Comparison with UK average

		Richmond	Twickenham	East Sheen	Teddington	Whitton
		04/02/2005	n/a	12/05/2003	16/07/2003	n/a
outlets	comparison	117	72	114	94	96
	convenience	63	63	63	63	63
	leisure services	133	142	88	106	63
	financial & business services	100	119	96	132	124
floorspace	comparison	108	69	106	81	97
	convenience	63	63	63	63	63
	leisure services	121	124	81	114	47
	financial & business services	122	186	98	126	172

\*2 - Index of 100 = UK average, less than 100 indicates fewer counts, in terms of percentage, than the average

Floorspace data are ground floor footprint only

source: © Map Info/ Experian GOAD

### Notes:

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