

**RUSSIAN
FOR FISH**

ATKINS

Twickenham Riverside

Architectural and Master Planning Consultancy Services



Invitation to Tender (ITT)
April 2015



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Vision for Twickenham Riverside

Twickenham will be a high quality town centre serving local residents, workers and visitors – a destination of choice with a unique sense of place. The town will meet modern requirements and have a strong local economy whilst making the most of its distinctive heritage, open spaces and riverside.

(Adopted Twickenham Area Action Plan (TAAP), para. 3.1.2)

The Twickenham Area Action Plan (TAAP) identifies the Twickenham Riverside, Embankment and the River Thames frontage as key opportunity areas to enhance the distinctiveness of Twickenham.

By improving these areas, stronger zones of activity will be created that will add to the diversity of the town centre and create new public attractions. The TAAP seeks further to enhance the Diamond Jubilee Gardens and public spaces along the Embankment, making the most of the unique waterfront and strengthening of the retail offer on the corner of King Street and Water Lane.

In this light, the aim of the proposed scheme is to open up the riverside, reconnect it with the town centre and create a new destination. A destination for residents and visitors alike where people of all ages can enjoy themselves. From walks along the riverside, to activities on and next to the river, a swim in the new lido, relaxing in Diamond Jubilee Gardens, catching up with friends and loved ones over a cup of coffee or dinner, cycling along the river towards Richmond or visiting Ham House - Twickenham Riverside will offer all of this and more.

The lively mix of leisure facilities, apartments, shops and offices together with well linked public open spaces including a new town square has the potential to be the catalyst for the revival of the town centre and Twickenham as a whole.

The proposed lido will be the anchor of this new development. It will not just simply be an outdoor swimming pool but comprise a spa, cafe and a dramatic 'floating' restaurant. Having established a good relationship with the operators of the Bristol Lido, a unique and very successful operation that has provided a new flagship for Bristol that has been widely praised for its community focus, the operators have expressed their interest in funding and operating a new lido in Twickenham. As part of the Bristol Lido team, a celebrity chef would be overseeing the proposed restaurant adding even further to the attraction. This scheme has the potential to become as successful as the one in Bristol which is being promoted by Visit Bristol and Visit England as a flagship project for the town.

Close to the lido will be a series of new boathouses offering exciting opportunities for the development of water based activities, such as rowing or stand-up paddleboarding. They could also be used for boat and cycle hire to the general public. They will be designed in a way that they can act as a 'shop window' for the many activities of the riverfront and in the wider area. For example, one of the boathouses could be used as a gallery or museum space where the Eel Pie Island Museum could exhibit items of the vivid rock music history which is well known locally but somewhat a surprise for the casual visitor.

The position of the boathouses will enable to extend Diamond Jubilee Gardens by using the roofs of the boathouses as an open terraced space with fantastic views of the river Thames. This flexible space can be used for a variety of purposes – outdoor space for the existing café, for affiliated club meetings and other events. This space will link into the wide south-east facing stepped terrace in front of the lido building. The wide steps will invite to take a break from the hustle and bustle of the city, sit down and watch the world go by. The use of carefully designed ramps will ensure that the whole scheme will be wheelchair accessible. On occasions these steps and the public area along the embankment will be used for events with the steps providing the perfect auditorium.

We will create:

A scheme for Twickenham and its community

At the heart of the scheme is the desire to create public space and public facilities accessible to all. We have worked closely with the local community and their representatives, Twickenham Alive, to identify what the local community would like to see at this site. Twickenham Alive has carried out extensive consultation with the local community and potential occupiers of space within the proposed scheme.

The scheme will provide plenty of opportunities for the local community to lease and hire space for the use of their clubs and local groups. Existing schemes such as the Richmond Card will be recognised and supported by the new facilities.

Bring in people and everything else will follow

Twickenham, like many other high streets around the country, is showing signs of fatigue. Closed shops blight the historic Church Street. The High Street itself has a surfeit of charity shops and lower end retail outlets, testimony to the failure of the many small independent retailers to establish themselves in the centre. This project aims to rejuvenate both Twickenham riverside and Twickenham town centre as a retail, leisure and social destination for visitors and residents alike. In doing so it aims to reverse the decline of the High Street. It will re-establish the historic role of the waterfront as a place of activity and pleasure and reconnect it visually and physically to the town.

The proposed scheme has the potential to become the catalyst for the much needed revival. By providing new attractions in the town centre and reviving the riverfront, people will be drawn back into the town centre which will increase expenditure and inevitably result in retail, commerce and all other desirable social outcomes of a prosperous town centre to follow.

However, in order to create a new destination more than one reason to come have to be provided. Given that Twickenham faces strong retail competition from nearby destinations, such as Richmond and Kingston, this scheme aims to create multiple attractions right in the centre of Twickenham that will attract retail, leisure and social activity, revitalising the existing retail premises and bringing in new business opportunities.



Lost rivers of London

For years the town centre has turned its back towards the river and many people are surprised to find that there is a river behind the high street in Twickenham at all. Forging a strong visual and physical link to the river is very much an integral part of the proposed scheme. The proposed scheme takes this further by creating a vibrant, working waterfront that will draw people towards it. Looked at on a larger scale, the reinvigoration of the waterfront will be part of a greater whole whereby the Thames itself will be seen as a fantastic natural resource that will draw people to this beautiful part of south west London, offering a great choice for an exciting day out for all ages.

Connectivity to the river will be vastly improved by the widening of Water Lane, increasing its width and splaying out towards the river. There will be step free access to Diamond Jubilee Gardens from the new town square at the junction of King Street and Water Lane with a series of destinations along the way including the lido, the café and floating restaurant as well as a range of shops, offices and the new boathouses.

A business magnet

The new development will attract visitors as well as investment into Twickenham which will not only benefit the new businesses but also the existing high street. The new lido has the potential not only to create around 80 jobs but also to attract up to 450 people a day which will increase footfall and expenditure not only in the new development but also on King Street and Church Street. Flexible office and retail space will be provided as part of this scheme which will attract new investment and offer possibilities for community groups to establish themselves within the new development. It will be crucial to plan the new retail and office units carefully to avoid competition with the existing high street but the good working relationship with local organisations such as Twickenham Alive will ensure that the scheme will contribute positively to Twickenham as a whole.

Signature scheme for Twickenham

While Twickenham is currently turning its back towards the riverside and Diamond Jubilee Gardens, the new scheme will bring it back into the centre of the community. A modern and bold scheme is proposed that will contribute towards rather than conflict with its surroundings. Functionally, it will provide a range of different uses centred around the river and water. Architecturally the scheme takes account of the eclectic mix of styles in Twickenham Town Centre responding in a modern but timeless way that, thanks to the use of glass and other carefully chosen materials, will reflect its surroundings giving it a dynamic yet light feel. The proposed scheme will be a landmark worthy of its central location at the heart of the community.



Lido building from River Thames



New town square with green wall





01

Introduction





Atkins is pleased to submit this tender for the preparation of a Feasibility Study and Outline Planning Application for the regeneration of the Riverside in Twickenham.



We have worked closely with Twickenham Alive, representing the local community, and a local architectural practice, Russian for Fish, to design a scheme that will open up the Twickenham Riverside and bring it back to life.

Given our strong interest and local drivers behind this submission, we have focussed on the Twickenham Riverside and are not bidding for Friars Lane at this stage.



Credit: Epic SUP Club



The background features abstract geometric shapes in various shades of blue and pink. A large, dark blue triangle is in the top-left corner. Below it, a lighter blue triangle points towards the center. In the bottom-left, a medium blue triangle points towards the center. A large, light pink triangle is in the bottom-right corner. The text is positioned on the right side of the page.

02

Opportunities & constraints

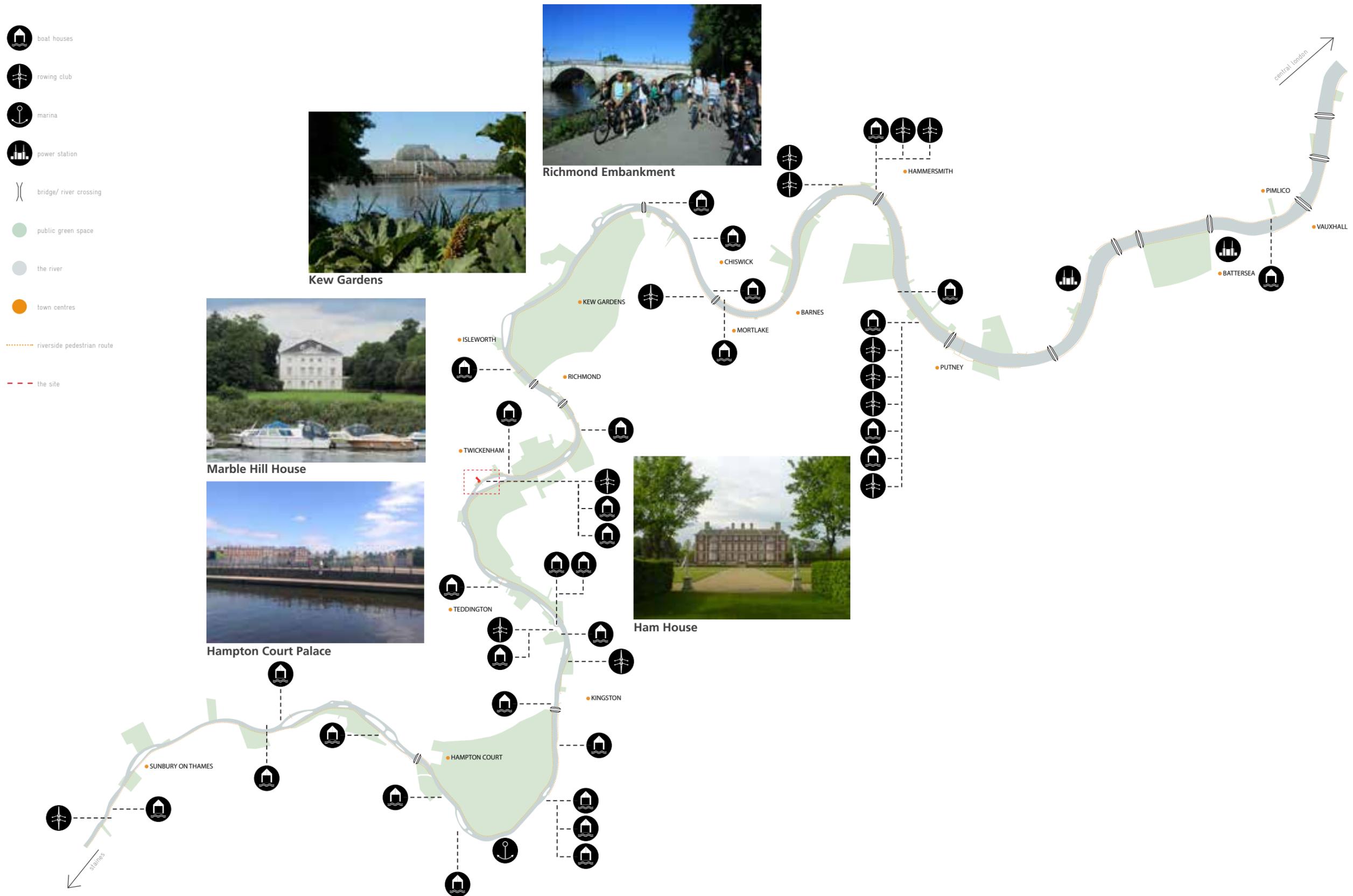


Figure 1: The site in the wider context of the River Thames



The site in its context

Twickenham Riverside is ideally located for a wide range of facilities, services and activities and has the potential to become a new activity hub along the River Thames. It sits centrally between the King Street and Church Street with its shops and businesses, the public green space of Diamond Jubilee Gardens and the River Thames.



The Legendary Eel Pie Island



York House Gardens



St Mary's Church



The White Swan



Church Street

- retail
- civic
- residential
- cultural
- boathouses
- green space
- river thames
- site
- pedestrian zone
- riverside pedestrian route

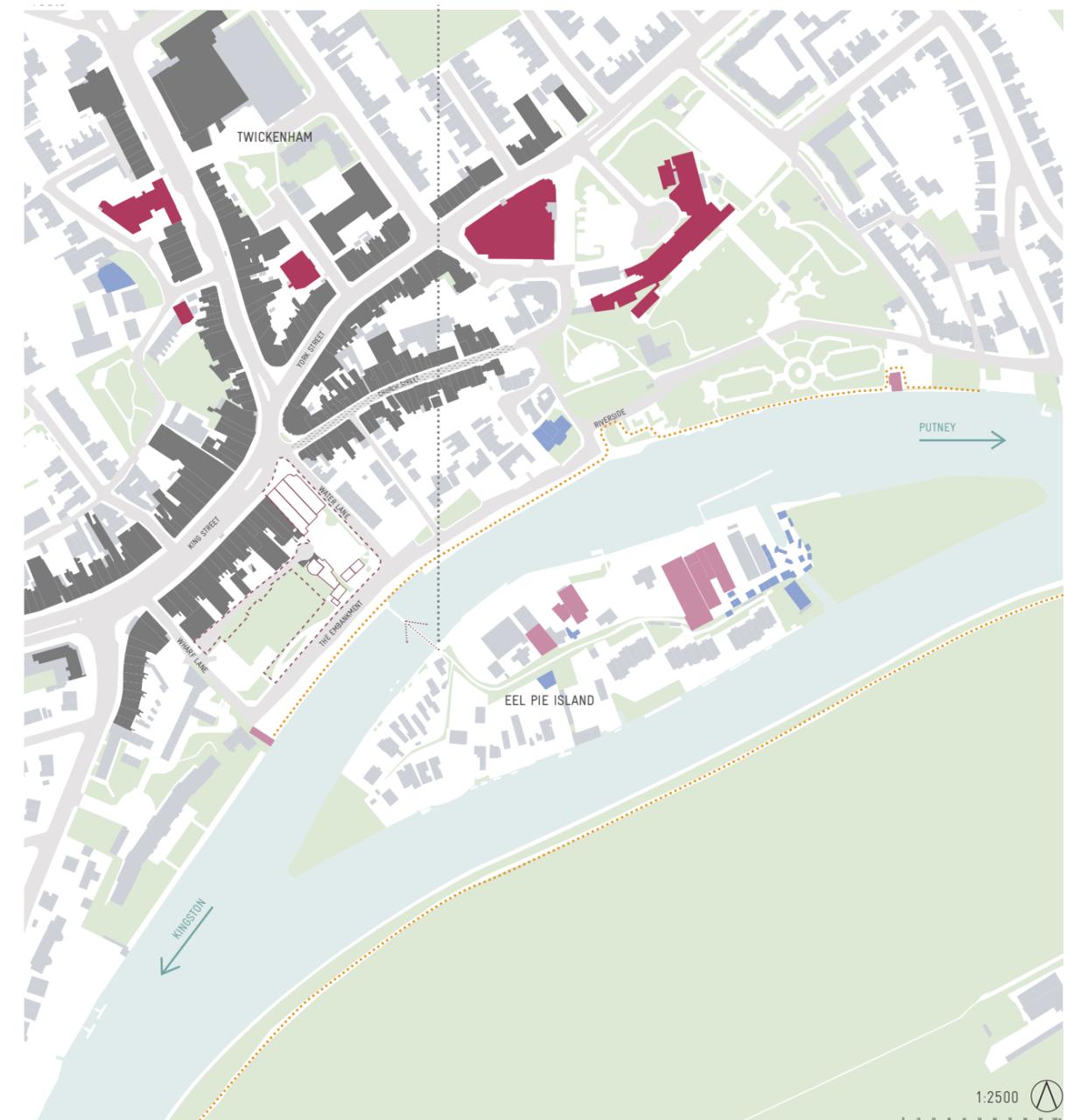


Figure 2 – The site in its local context

However, right now, the site is underused and neglected. The town centre is turning its back to the site and the river frontage, resulting in the latter being mostly overlooked and even forgotten by visitors and the local community. The site is currently mainly used for parking but also comprises a sub-station and a disused toilet block – none of which is making the most of the unique setting of the site and its opportunities.



The site constraints and opportunities

Even though a constraint in its own right, the significant level difference within the site and its surroundings also opens up fantastic views of one of the most beautiful stretches of the River Thames and the legendary Eel Pie Island. It adjoins historic buildings to the north of Water Lane and the old core of Twickenham with Ham House are in walking distance. It further lies on the Thames Path allowing access all the way to Richmond.



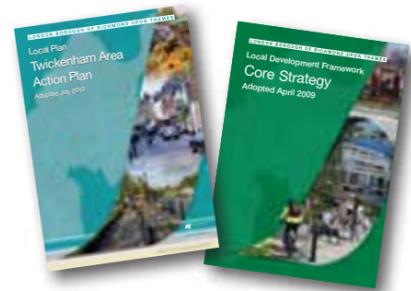
The site adjoins the Diamond Jubilee Gardens, the location of the original lido also known as the Twickenham Baths. The site used to be home to the only boathouse known locally, the Charlie Shore Boathouse, which was unfortunately destroyed during the War.



The site offers a unique opportunity to create a new heart for Twickenham and open up one of its key assets, the riverfront. It is well suited for a range of uses including new and improved leisure facilities that reflect the historic uses of the site.

Local policy objectives

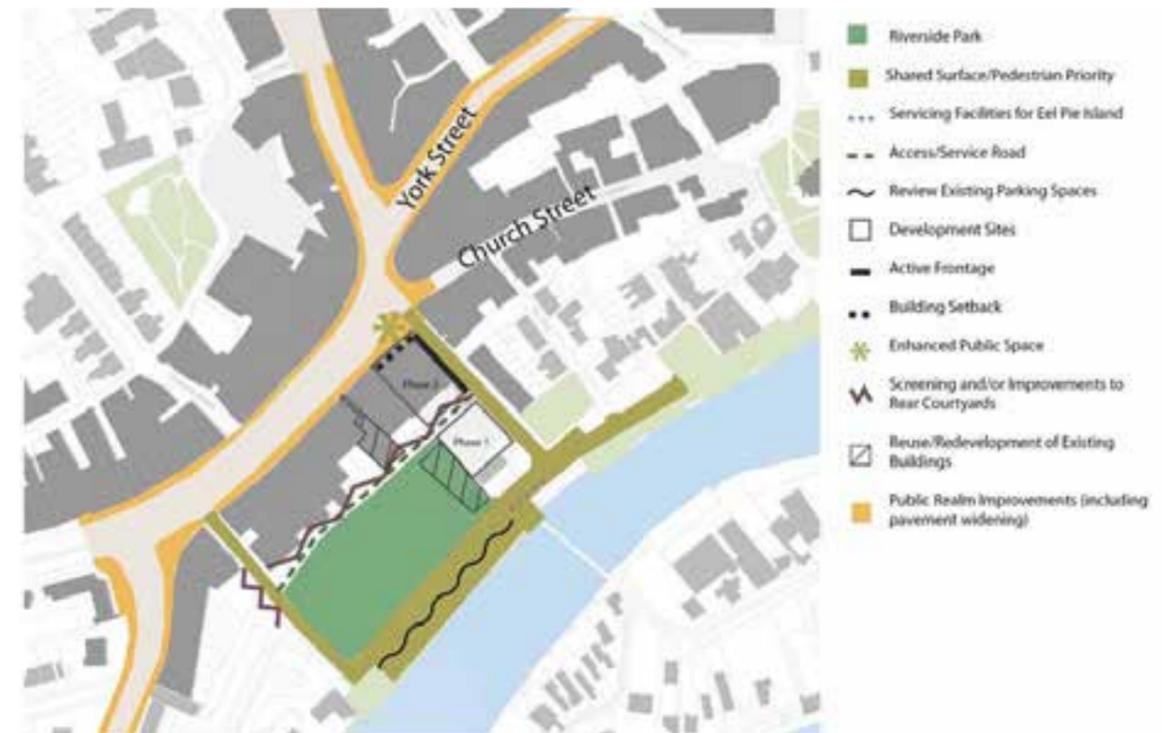
Creating a sustainable future for Twickenham and the whole Borough is one of the key objectives of the adopted *Core Strategy (April 2009)*. As part of this, the local character and the outstanding natural and historic environment and range of biodiversity are to be protected and enhanced. New development is to be of high quality sustainable design and should promote public safety and accessibility for all. Furthermore, people’s needs should be met by concentrating higher density commercial schemes in the town centres while creating opportunities for all including provision of new employment opportunities, improving the environment and ensuring accessibility of public spaces and buildings by all.



The adopted TAAP (July 2013) has prepared the ground for the redevelopment of the site to play a key role in the promotion of the town centre as an employment location, district retail centre, visitor and tourist destination, centre for sports, leisure, arts and cultural activities as well as a more diverse evening economy. The document in Section 2.2 recognises the need to attract more businesses into the area but rather than large scale retail floor space, the need for an extension to the successful Church Street format with its small scale and specialist shops is sought in order to provide a more attractive and varied retail offer. Furthermore, new leisure facilities as well as cultural and community uses are needed to provide a more varied economy. And last but not least, the TAAP highlights the need to focus more on the cultural and historical identity of Twickenham, to make more of the river, provide a new town square and improve the quality of some public areas.

The adopted TAAP states in Section 7.5 that the future use and appearance of the Twickenham Riverside and its approaches is critical to the success of Twickenham as a destination and seeks:

- to improve the pedestrian environment and reduce dominance of parked and moving traffic;
- to strengthen the retail offer on King Street and in Water Lane to provide for pedestrian priority with extension of existing service road across the car park to Water Lane, and redevelopment of the car park to provide for residential and/or town centre uses;
- to open up and redevelop/refurbish the remaining area of the former pool site, which adjoins the recently refurbished Diamond Jubilee Gardens;
- to upgrade the Embankment south of the Diamond Jubilee Gardens to provide a pedestrian priority/shared surface with new landing facilities;
- the visual amenity and significance of Eel Pie Island, its historical working waterfront, leisure clubs, businesses, moorings and eclectic mix of chalets are part of the character and function of this part of Twickenham, and the impact of the proposals in the Twickenham Area Action Plan must be given due consideration; and
- the whole area will have improved links to the retail core, the Thames Path and open spaces up- and downstream and will become an attraction in its own right.



Twickenham Riverside and Approach Principles
(Source: Adopted TAAP 2013, Figure 7.12)

Community considerations

As part of the opportunity and constraints analysis of the site, our local partner Twickenham Alive has consulted with many stakeholders from a wide spectrum of Twickenham's groups and societies over the past couple of months in order to identify what the local community would like to see at the Twickenham Riverside.

Below are snippets of the feedback that we received providing an idea of the objectives and ambitions of the local community for the riverfront site.



Feedback from the Local Community and potential interested occupiers

The Epic SUP Club – Members live locally and are keen to have a club house on Twickenham Embankment. They are also interested in a swimming pool as this can be used for training sessions and swimming proficiency classes.

Learn2Swim – Learn2Swim is interested in hiring small pools to teach young people and other non-swimmers to swim. Learn2Swim is particularly interested in swimming facilities in the Twickenham area.

Twickenham Town Business Association and the Church Street Association – Concerns over the possible duplication of Church Street in the development as the street has a fragile economy and shops are often unoccupied.

Twickenham Riverside Trust (Diamond Jubilee Gardens) – Both the Trust and the Twickenham Riverside Terrace Group appear to be interested in community rooms which could be used for meetings.

The Richmond Environmental Information Centre – A member of the Committee living on Eel Pie Island has concerns about the loss of parking. The idea of a pool was of interest to the charity as members had researched the original lido in the HLF project Memories of Twickenham Riverside project.

Twickenham Rowing Club – A swimming pool was suggested and interest to lease space for the rowing club (see Appendix B for Expression of Interest).

The Twickenham Society – The idea of a new lido and consequential rejuvenation of the area has been welcomed.

Rugby Football Union – Support of redevelopment of the site; emphasis of the importance of the view of the River Thames from the high street.

Local architect who lives on Twickenham Riverside and has been associated with Twickenham Riverside for over 30 years – Emphasis on the importance of the site being the final destination to the walk from Richmond

and the importance of reaching something worthwhile; supportive of the return of a lido.

York House Society – Emphasis the importance of public space outside the café area. No support for housing directly on the river front. A modern signature building is considered necessary on the riverside.

Stone Rowe Brewer in Twickenham (community sponsor) – support of a lido on the site.

Mark Thwaites of the Bristol Lido in Clifton – Interest to fund and operate new lido in Twickenham (see Appendix B for Expression of Interest).

Meeting with a Consultant Psychologist and a GP in Bristol – Both doctors are concerned with the importance of a healthy life style, which includes a good diet, exercise and relaxation. They have been regular visitors to the Bristol Lido since it opened and recommended the food and the friendly and welcoming atmosphere.

Senior Director at Turley Associates, a leading planning consultancy – Emphasis of having a destination at the end of the river walk from Richmond and the importance of having a worthwhile destination.

Local Massage and Relaxation Therapist – A health spa promoting relaxation would be welcome.

Eel Pie Island Museum – a new home for the Eel Pie Island is required and an Expression of Interest to lease space on the Riverside in Twickenham has been submitted (see Appendix B).

Chair of Sport Richmond – A scheme that brings an outdoor pool back to Twickenham with an emphasis on fitness, health and well-being would be welcome. Further, the presence of showers or other facilities at the lido could provide a base for other sports such as Triathlon. And also the Cycle Club on Eel Pie Island might be interested in leasing one of the boathouses.



Blue Mile 2012 Twickenham Riverside Jubilee Festival



Dragon Boats 2012, Twickenham Riverside Jubilee Festival



SUP races Twickenham Riverside 2011

Constraints and opportunities



Potential to create enhanced public space with view opened up to river



Rearrangement or possible reduction of existing parking along embankment



Important to protect amenity of existing homes



Need for screening / improvements to rear service areas



Potential for water based activities to create working waterfront



Need to improve stepped access to river and landing facilities



Need for 'magnet' leisure destination on riverside. Maximise south facing views. Potential to use riverside for festivals and events



Potential pedestrian priority with shared surface treatment

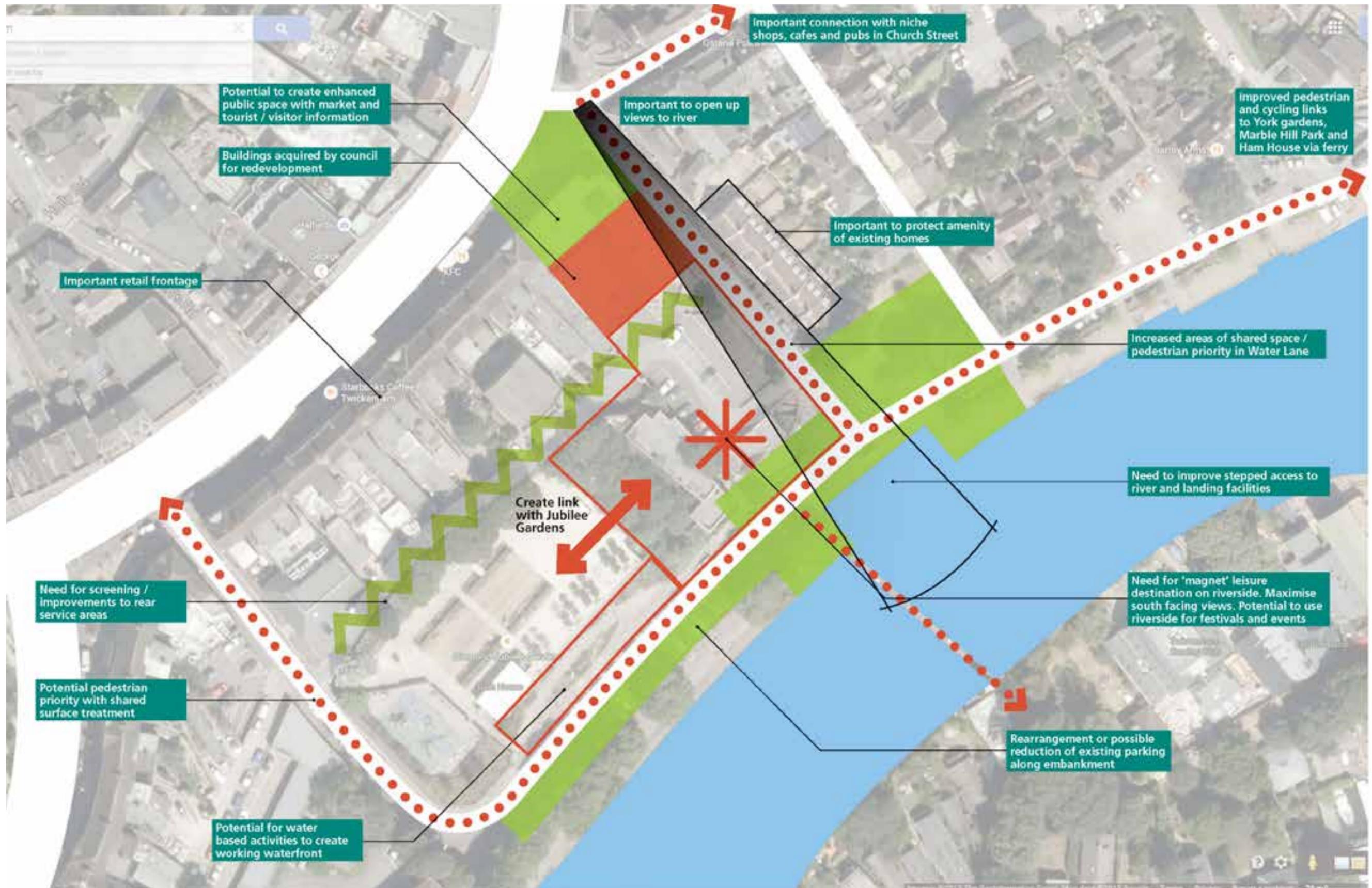


Figure 3 – Constraints and Opportunities Drawing





03

**Masterplan
concept**

The Masterplan



As set out in the Local Development Plan, Twickenham Riverside will become an attractive destination that will open up the river frontage in a sustainable way, improve existing and introduce new facilities and activities that will attract visitors, businesses and the local community alike.

The key drivers behind the proposed scheme are:

- provision of a public waterfront facilitating water sports and other activities;
- provision of a new town square;
- improvement of the links between the town centre and the riverside;
- provision of new public spaces that connect the development and enhance the existing town centre;
- enhancement of Diamond Jubilee Gardens as a public space; and
- creation of a new retail frontage along King Street and Water Lane.



Bristol Lido



Waterfront activities



New boathouse and waterfront activities

The proposed lido

Having listened carefully to the wishes of the community, we propose a new lido similar to the one in Bristol which, due to its unique concept has become a flagship project for Bristol that is highly acclaimed in the media and promoted by Visit England and Visit Bristol. Built on a very successful business model that embraces the local community, the lido itself is cocooned by a restaurant, café, and spa facilities all emphasising relaxation from the stresses of modern living – it is said that it is like being on holiday.

The new lido would promote healthy lifestyle and relaxation and could attract up to 450 visitors a day. The associated health spa, café and floating restaurant would provide destinations in their own right, create up to 80 new jobs and increase footfall in the area which will not only benefit the new scheme itself but also increase expenditure in the existing shops, cafes and restaurants in the area. The proposed café adjoining Diamond Jubilee Gardens will serve both users of the lido and the gardens themselves, further utilising the park and linking it to the proposed scheme.

The lido will provide accessible services to the public at affordable prices. For example the entrance fee for use of the lido will be affordable to all and thus provide a true public facility. Similar to Bristol, Twickenham lido could also become a community and social hub where the use of the Richmond Card would be welcome and the community could have access to “meeting areas” or be able to hire rooms for functions, meetings and celebrations. Furthermore, the lido could share facilities with other clubs, such as the rowing or stand-up paddleboarding clubs, as well as providing amenities such as toilets for the general public. Despite the high visitor numbers, the experience from Bristol has shown that despite its location in a residential area, no traffic or parking problems have occurred as a result of the proposed scheme.

The concept behind the successful Bristol Lido

The Bristol Lido concept provides a destination in an urban setting for relaxing, socialising, eating, drinking and swimming. The various elements and different attractions cater for different markets from local members to tourists from around the UK and overseas.

The swimming membership gives the local community a different type of leisure facility which as well as offering exercise and relaxation has also become a real social hub with a community feel. In the proposed new Lido in Reading, currently under construction, it is proposed to take part in the Reading Passport scheme which will give locals within a certain postcode preferential rates and access times. A similar scheme could be introduced in Twickenham, using the Richmond Card, as this facility is for the local community and not just those who can afford an annual membership. The Lido in Bristol is currently opening its doors to over 450 customers a day, from regular swimmers to those celebrating special occasions with friends or just sitting poolside enjoying a cup of tea.

The bar and restaurant are not only attractive due to the location and views of the pool (and river in Twickenham), they also deliver the highest quality service and produce. This has been confirmed in Bristol with the restaurant coming runner up in UK’s best restaurant for two successive years in the Observer Food Monthly Awards. The head chef Freddy Bird is becoming nationally recognised with recent appearances on the BBC Food and Drink programme and lined up to feature on BBC 1’s Saturday Kitchen. The success of the bar and restaurant is key to the long term financial survival of the Lido, in Bristol 60% of the revenue comes from food and drink.

The spa is not a high street beauty salon. It fits in with the ethos of the Lido and is focused on providing relaxing massage and rather than therapeutic treatments or beauty rituals. Focusing on the basics and employing professionals who are passionate

about massage has led to the Lido in Bristol to become a spa destination which is now fully booked 7 days a week.

The Lido engages people and provides a unique retreat for busy people living in an urban environment. The design and structure of the Lido is an essential element with the pool becoming the centrepiece - in the case of Twickenham, the beautiful setting on the riverfront would add a stunning and unique setting.

Given the interest already expressed by the operators of the Bristol Lido, this concept could be transferred to Twickenham. The proposed lido offers a unique opportunity to become a community and social hub where the use of the Richmond Card would be welcomed and the community could have access to “meeting areas” or hire rooms for functions, meetings and celebrations.



A new town square and breakthrough to the river

Being a dense urban environment, Twickenham town centre has few opportunities to provide new public spaces. Being able to provide a new town square at the junction of Church Street and King Street presents a unique opportunity not to be missed.

The proposed development would be set back from King Street to open up the space as a public square. However, the extent and size of the square had to be balanced with the requirement to maintain the integrity of the high street as a frontage and not create a large void with no specific function.

The new green square, with its dramatic green wall and new tree planting, will have a more intimate feel compared to the larger piazza type public space overlooking the River Thames. The town square will be a more intimate space that will link King Street, Church Street and Water Lane, thereby providing a well suited space for use by the local market or for al-fresco dining.

Along this new square will be shop units with wide glass frontages and residential use above. By providing a mix of uses including residential, the area will be used both day and night which will increase the perception of attractiveness and safety.

Water Lane

Water Lane will be designed as a wide promenade to the river along which there will be a retail and office frontage. It will provide wide, kerb less pavements in a similar manner to Church Street. The widening of Water Lane will broaden views of the river as one approaches, physically and visually connecting town to river.

The existing parking spaces along Water Lane will be relocated to an underground car park under the proposed scheme. The aim is to reduce traffic flow along Water Lane as much as possible by restricting delivery times etc.

Maximise views of the river

The view of the river and the legendary Eel Pie Island is one of the key opportunities of the site and the proposed scheme has been designed to maximise these views by providing large glass frontages and designing high quality public spaces around the views of the river.

The lido pool will be designed as an infinity pool offering views for bathers of the public areas and the river. The pool will be raised so that pedestrians walking alongside the building on the outside will not be able to see in for the majority of the perimeter. This will allow the view down river to be uninterrupted for those in the pool and minimise people peering into the pool from the outside.

Reconnect Diamond Jubilee Gardens

Another asset that is currently not used to its full potential is Diamond Jubilee Gardens. In order to reconnect this park with the town centre, it is proposed to provide new and safe access to the high street through the proposed scheme. This access will be wheelchair friendly thanks to the introduction of ramps where necessary.

Furthermore, the south-western façade of the new lido building will feature a large glass frontage to provide a visual link between the proposed scheme and the park. There is an opportunity for the new café to have folding glass doors leading toward Diamond Jubilee Gardens allowing direct access into the park.

Accessibility for all

The site in its current state, including Diamond Jubilee Gardens, is difficult to access especially for the elderly and disabled due to the existing topography and existing steep steps. A key element of the scheme is therefore to increase accessibility for all by providing convenient and step free access between the new Town Square, the lido building, the riverfront and Diamond Jubilee Gardens.

Thanks to the carefully designed steps in front of the lido building and the clever use of ramps, step free access will be available from the widened Water Lane along the front of the lido building and towards Diamond Jubilee Gardens, thereby creating an attractive and useable open space overlooking the Thames. The new steps will not just provide access but also invite people to sit down and watch the world go by; on occasions these steps will also provide a great auditorium for events along the river front.

Maximise the use of the embankment

Even though the embankment will be narrowed somewhat by the provision of a series of new boathouses and an extension to Jubilee Gardens above, it will be transformed into a useable event space with wide steps providing an appropriate auditorium for any performances. The boathouses will be inspired by existing boathouses along the River Thames and are likely to attract a range of community uses. Interest has already been expressed by local sport clubs as well as Eel Pie Island Museum to lease space within these boathouses. Reintroducing river based activities into this area would reconnect the site with its past when the site was occupied by the Charlie Shore Boathouse that was destroyed during the war. However, the boathouses could also be used as workshops or art studios, exhibition space or even retail units.

Rearrange parking

Some of the existing parking spaces along the embankment will be relocated into underground parking. The intention is to enable residents and businesses on Eel Pie Island to rent these new underground parking spaces to alleviate the parking pressure on the embankment area.



The project will include high quality and sustainable public realm

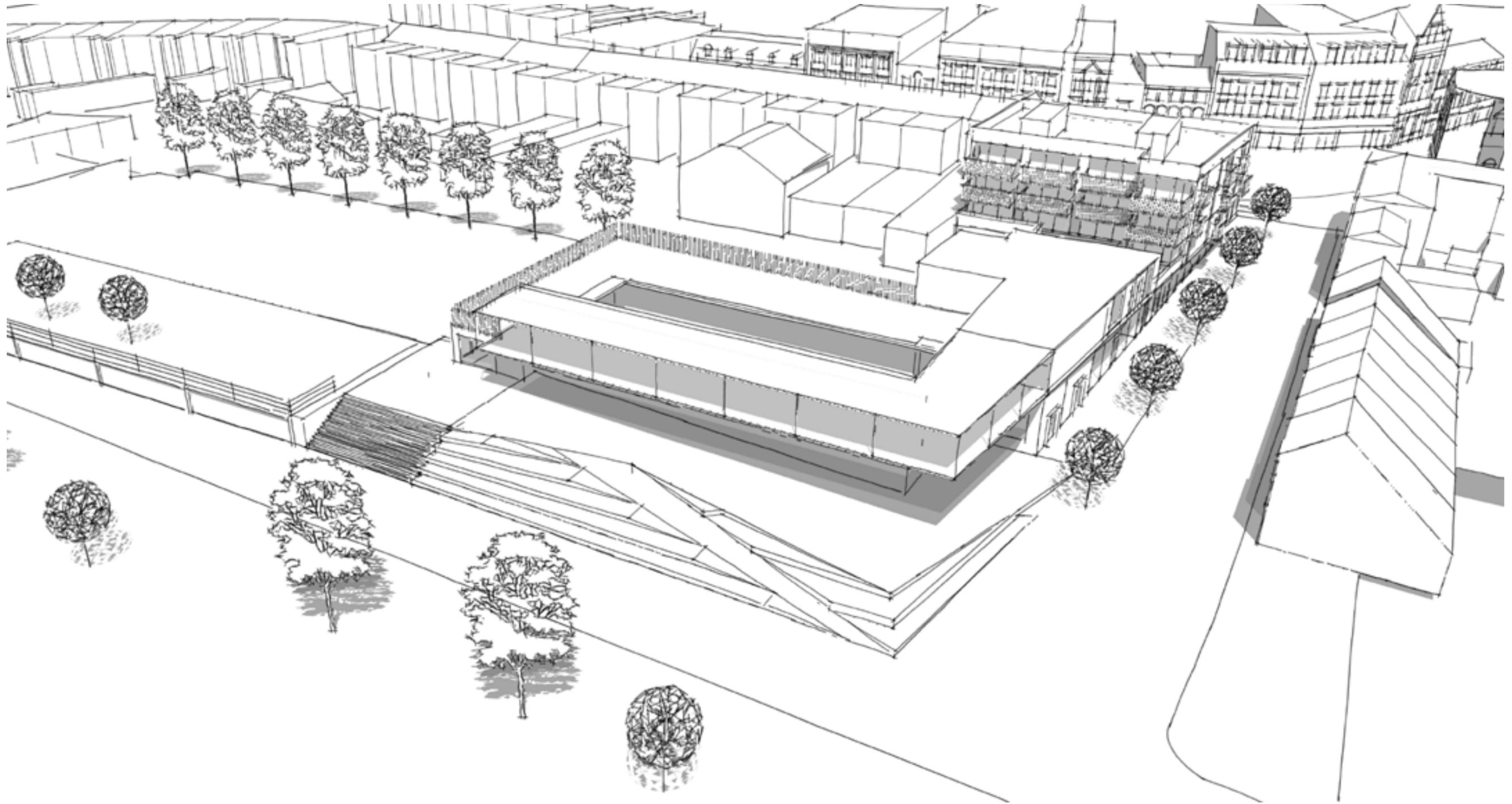




04

**The proposed
scheme**

Design studies



In order to maximise the potential of the site in line with the local objectives, a mixed use development is proposed that will attract visitors, residents as well as new investment. It will create a new heart for the community and reconnect the riverside with the town centre.

Twickenham Riverside offers the opportunity to become a catalyst for the sustainable regeneration of Twickenham.

Proposed mix of uses

The anchor of this new development will be a landmark building comprising the lido with infinity pool and associated floating restaurant, health spa and café.

New retail and office space will also be provided as well as a small number of new apartments to ensure that the scheme is used day and night, creating an attractive and safe environment.

Flexible space will be provided in form of new boathouses along the embankment that could be used by a variety of community uses and clubs.

Extensive public open space will be provided in front of the lido building, as an extension to Jubilee Gardens and along the embankment itself. In addition, a new town square will be delivered at the junction of King Street and Water Lane.

The detailed drawings showing the proposed scheme are provided in Appendix A.

Proposed land uses

Residential - there will be 10 apartments in total, about 735 sqm in total:

- 3 x 1 bed - 56 sqm each
- 2 x 1 bed - 52 sqm each
- 3 x 2 bed - 80 sqm each
- 2 x 3 bed - 111 sqm each

Residential Basement Storage - 163 sqm

Retail - 321 sqm

Retail Plant/ Basement Storage - 430 sqm

Office - 175 sqm

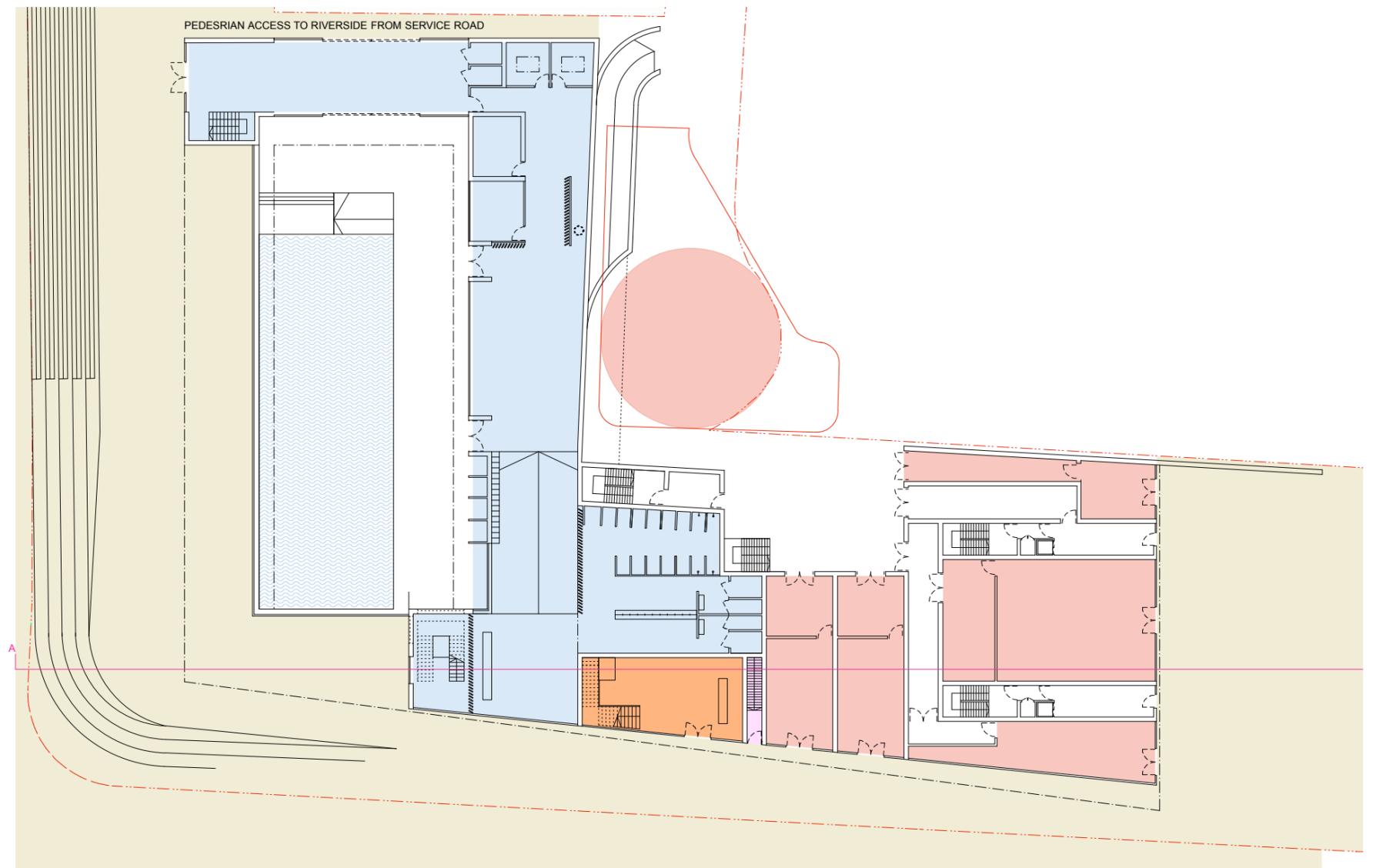
Lido - 525 sqm (not including external area and pool which is an extra 520 sqm)

Lido Plant/ Basement Storage - 600 sqm

Restaurant/ Function Space - 305 sqm

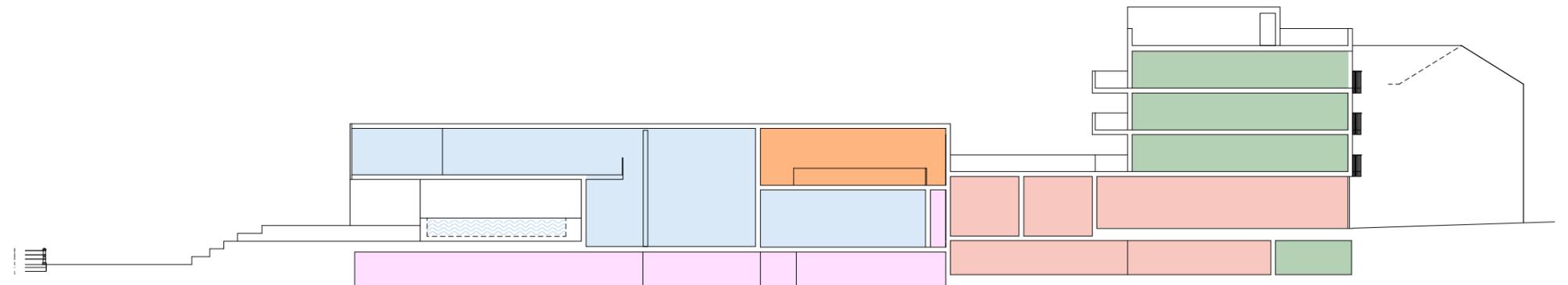
Boathouses - 600 sqm

Parking - 1500 sqm (about 30 parking spaces)



TWICKENHAM RIVERSIDE
GROUND FLOOR PLAN
1:250 @ A3

LIDO	COUNCIL	RETAIL	RESIDENTIAL	BOAT ARCHES	PARKING
------	---------	--------	-------------	-------------	---------



TWICKENHAM RIVERSIDE
SECTION - OPTION 01
1:250 @ A3

LIDO	COUNCIL	RETAIL	RESIDENTIAL	BOAT ARCHES	PARKING
------	---------	--------	-------------	-------------	---------

The lido and associated uses

The new lido building will be designed to maximise the views of the river and Eel Pie Island as well as Diamond Jubilee Gardens, with an endless pool, the floating restaurant with open plan floor plan, and café, all with large glass frontages.

The modern design of the lido is not new or unusual in this location as the original lido (formerly known as the Twickenham Baths in the same location as Diamond Jubilee Gardens), was considered modern for its time when it was built in 1935.

The new café will serve Diamond Jubilee Gardens but also be available for hire as a community space. Thereby, the café would offer a different service to the existing café in Diamond Jubilee Gardens, complementing it rather than competing and attracting new customers.



Lido with floating restaurant, space and café

The new town square

A new town square will be created that could be used for alfresco dining or as an extension to Church Street Markets.

The square will feature carefully designed street furniture as well as soft and hard landscaping. A particular feature to highlight the importance of the new town square will be the green wall on the north facing façade of the existing building that encloses the square. This green wall will not only emphasise the space but also help to improve the local climate.

The new square will link into the Water Lane that will be widened to create a breakthrough and reconnect the town centre with the river.

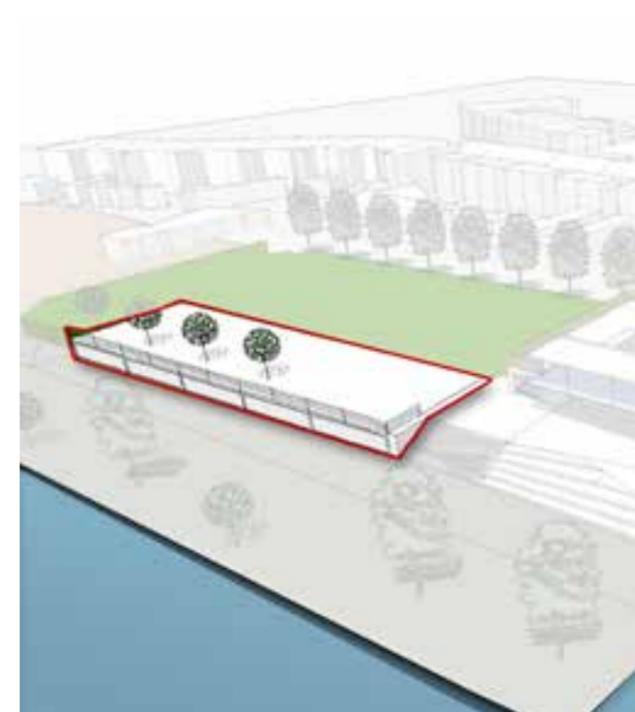


New Town Square and widened Water Lane

New boathouses

Below the Diamond Jubilee Gardens extension, new boathouses will be created. The re-introduction of this traditional architectural form along the River Thames with its arches will not only link the site with its past (the historic Charlie Shore Boathouse) but also reconnect it with the River Thames and the traditional river frontage uses.

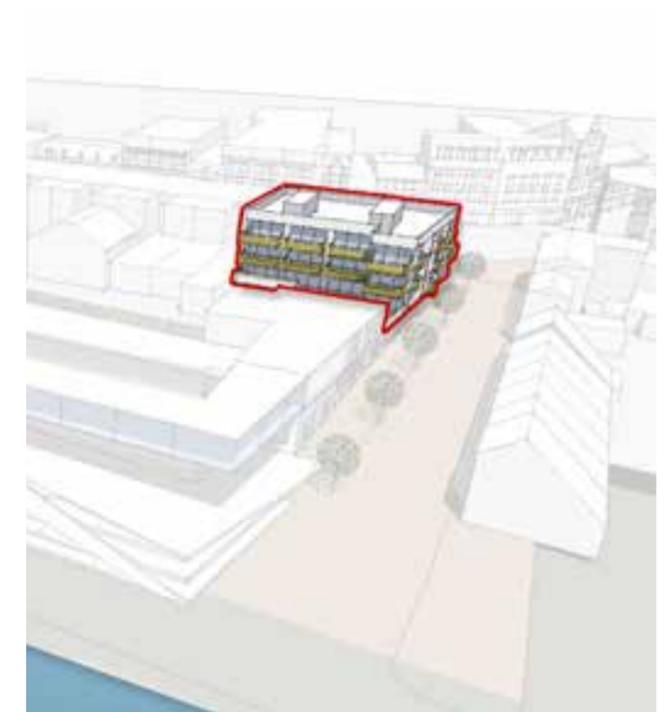
The boathouses can be used for storage of water sports equipment, as space for a museum or exhibition, as workshops or for retail uses etc.



New Boathouses

Residential

As part of the scheme, a small number of residential apartments are proposed. As the 10 units exceed the threshold for affordable housing provision, about half of the apartments will be required to be affordable as set out in Policy CP15 of the adopted Core Strategy 2009.



New Apartments

Office

The scheme will comprise office space, some of which could be used by the Council for their front-house services. It is proposed to locate these along Water Lane to provide a destination between the new town square and the riverfront and lido.

Public realm

In addition to the new town square, it is proposed to extend Diamond Jubilee Garden towards the river to create new boathouses underneath. The extended park will link into the stepped sun-terrace in front of the lido building and the redesigned embankment right next to the river. Screening will be provided between Diamond Jubilee Gardens and the access road to the west to safeguard the park’s tranquillity.

There is an opportunity to reintroduce the deckchair scheme that used to be popular but this time secure storage could be provided as part of the lido building. Other details such as appropriate power supply to Diamond Jubilee Gardens and the Embankment can also be designed into the scheme to enable power supply to outdoor events.

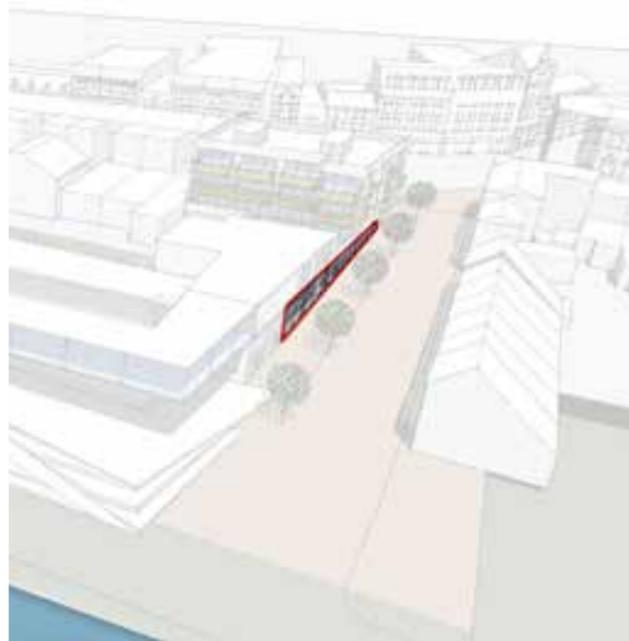
The embankment will be redesigned to become a useable event space with wide steps leading up to the lido, thereby creating an auditorium where people can sit and watch performers or just enjoy the views over the River Thames.

In addition, the new scheme offers the opportunity to provide active and/or green roof top. Sustainable urban drainage will be incorporated in the overall scheme to increase its sustainability credentials and reduce surface water run-off.

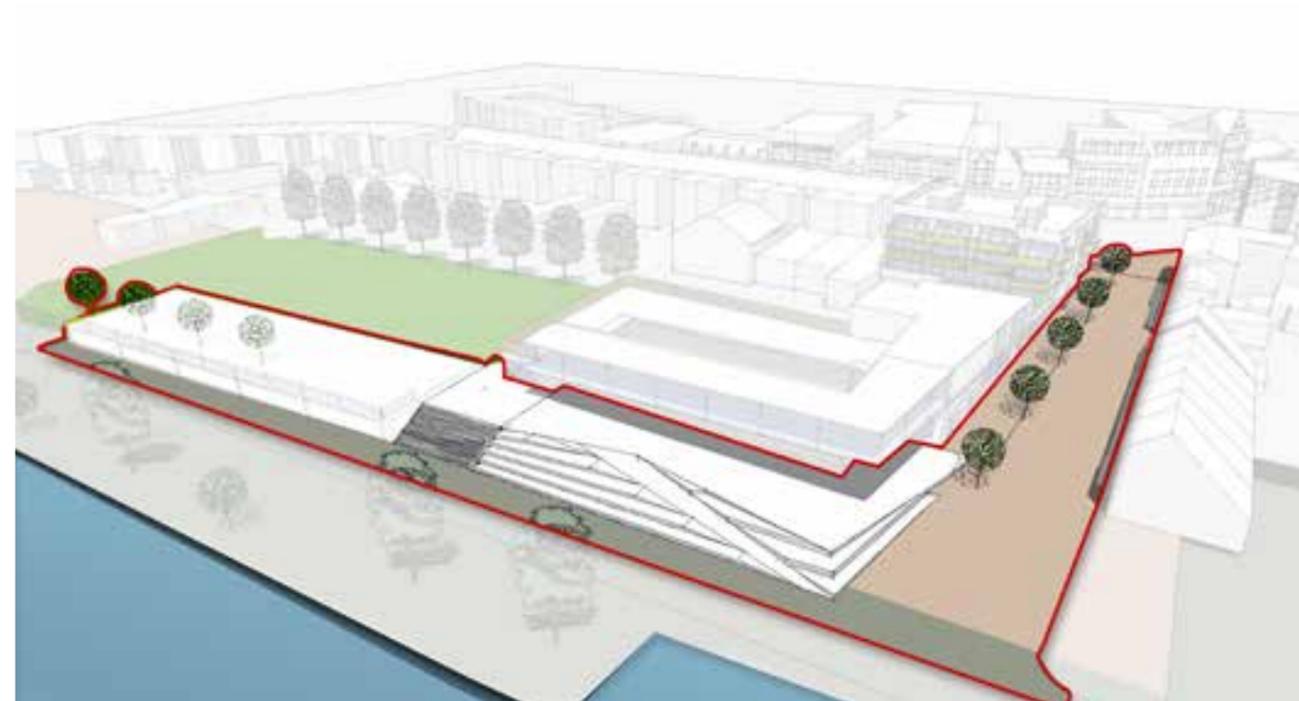
Parking and access

Due to the extension of Diamond Jubilee Gardens and the provision of new boathouses, some of the parking spaces along Water Lane and the embankment will have to be relocated to the proposed underground parking area that could accommodate approximately 30 parking spaces. The residents of Eel Pie Island should have priority to lease these parking spaces as they will be most affected by the loss of the parking spaces due to the proposed scheme.

While the access road and turning circle to the west of Diamond Jubilee Gardens will be retained, Water Lane will be widened to at least 12m at its narrowest point in order to maximise the views of the river and invite people to walk along it.



Offices



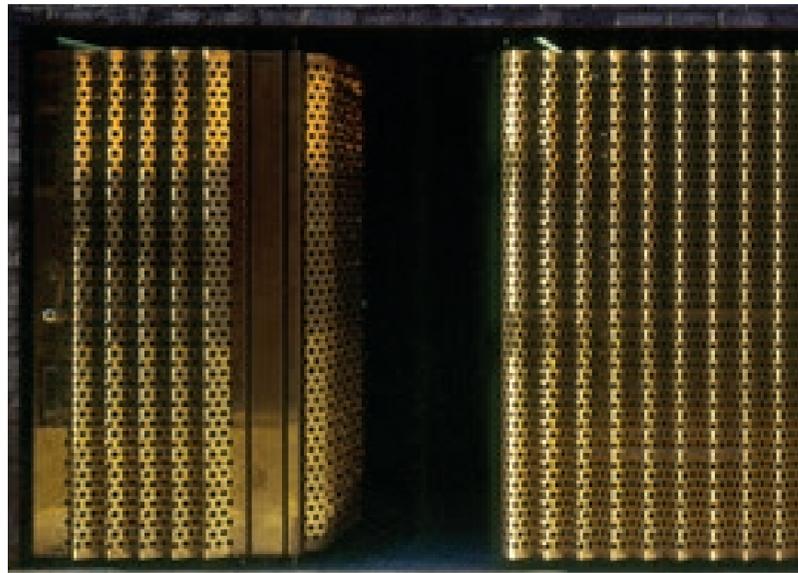
Public Realm

Design and materials

A modern approach was chosen to avoid conflict with the eclectic mix of surrounding buildings. Therefore, a modern yet timeless design was chosen for the lido building. With its unique floating restaurant, large glass frontages and infinity pool, the landmark building will create drama without overbearing its surroundings.

The use of glass and other reflecting materials will reflect the surroundings of the site and give the scheme a light and translucent touch.







05

**Local support, viability
& phasing**



Local support

As a result of our cooperation with **Twickenham Alive**, we have already identified a series of suitable anchor uses that would attract visitors and contribute to the interest and diversity of Twickenham.

For example, the local rowing and stand-up paddleboarding clubs are interested in leasing space within the new scheme, in particular the new boathouses where they could store their equipment. These uses would reconnect the site with its history as it used to be the launch site of a previous boathouse in the Victorian era, remembered now through the Charlie Shore Regatta.

Further, significant interest has been expressed in providing an event space as well as opportunities to hold exhibitions but also provide space for local history, art and music. The location at the Twickenham Riverside would be ideal as it is ideally placed opposite of the legendary Eel Pie Island. Such a facility, maybe in form of an Exhibition & Arts Centre could become at least partially self-financing by charging commission for selling exhibited art work for local artists and artisans, offering rental facilities for small art & craft units as well as a lecture hall and conference facilities. The flexible boathouse units along the Embankment could be well suited for such a use.

Even though not local, the operator of Bristol Lido who is already successfully running the lido in Bristol and is currently planning a new lido in Reading has expressed his interest in operating the proposed lido at the Twickenham Riverside.

Expressions of interest and support are included in Appendix B.

Viability

The proposed scheme has the potential to be largely self-financing as potential operators and occupiers have already expressed significant interest as can be seen in the Expressions of Interest and Support already received (Appendix B).

The scheme will deliver new homes to tackle the local housing need, create up to 80 new jobs associated with the lido complex, and provide much needed facilities for local community groups. Overall, the new lido complex and other proposed uses have the true potential to act as economic drivers for the regeneration of Twickenham and to secure its economic future.

Furthermore, the overall scheme has the potential to put Twickenham on the map of destinations to visit along the River Thames that would equal its better known neighbours such as Richmond.

Phasing

Given the size of the site and the proposed scheme, we expect that the majority of the site would be developed together as one phase. However, the boathouses could become a separated phase if this would be beneficial.



Credit: Epic SUP





06

Next steps



Feasibility Study

As part of the Feasibility Study the proposed option will be reviewed by a series of technical experts. The experts will undertake desktop reviews of the existing circumstances and available information and alert the client to potential risks and identify required work. Where necessary, site visits will be undertaken.

We also propose to organise a workshop with Council Officers and selected stakeholders to identify any issues that have to be addressed by proposed scheme in order to secure outline planning consent.

As a result the proposed option will then be revised to address any shortcomings and to ensure that the scheme will be deliverable and feasible.

The finalised design will be presented to the client in a meeting followed by a summary report.

Outline Planning Application

The refined scheme and the findings of the Feasibility Study will inform the preparation of an outline planning application for the proposed scheme.

We consider it unlikely that the Council will develop the site itself. Therefore we advise that outline planning permission should be secured rather than detailed planning permission. This will provide sufficient security to ensure that the overall concept and merits of the scheme are secured while providing the future developer with some flexibility to adapt the details of the proposed scheme as required.

Further, we do not expect that the proposed scheme due to its size and scale will result in such significant impacts that it will require an Environmental Impact Assessment (EIA). However, it might be in the Council's interest and in the interest of transparency to undertake at least EIA screening of the scheme anyway to avoid any legal challenges further down the line.

Even though extensive public consultation has already taken place in 2010 to inform the Area Action Plan, the detailed scheme for the site should also be consulted upon. We therefore propose a two day public exhibition that will be manned at least for one day in a central location close to the site. The consultation should take place outside the school holidays and ideally involve at least a Saturday or Sunday to enable as many people as possible to attend. In addition, a leaflet drop to surrounding residents and business is also proposed to advise them of the public exhibition and the proposed plans.

The results will be taken on board and reflected in a Statement of Community Involvement.

The detailed elements that will be prepared in support of the outline planning application are set out in the budget provided in Section 8 of this proposal.

Specific considerations

The proposed scheme is a work in progress and several items will require careful consideration as part of the Feasibility Study. These include access and parking, the existing sub-station, flood risk, financial viability etc. Our team of specialists will look into these in more detail at the Feasibility Stage and recommend solutions how to address any key issues.





07

Team & experience

Our team has significant experience designing development schemes, undertaking feasibility studies, developing deliverable master plans and preparing outline planning applications for major developments.

Having worked extensively in Twickenham Town Centre, most recently enabling the redevelopment of the town centre and redesigning of the high street, we have invaluable local experience that we will be able to employ.

The project will be led by **Atkins** and we will be working closely with the local architect **Pereen d'Avoine** and her team at **Russian for Fish** to ensure that an exciting yet deliverable scheme is developed that reflects the aspirations of the local community.

In addition, we have an excellent working relationship with **Twickenham Alive**, who is representing several local businesses and interest groups. Our proposals have been developed in close cooperation with them to ensure that the resulting scheme reflects the wishes of the local community. By doing so, we will help to reduce local opposition, maximise the benefits for the local community and smoothen the way through the planning system by addressing local concerns before they turn into objections.

Experience

Our team has extensive experience designing and assessing development schemes, preparing outline planning applications and delivering implementable planning consents. Please refer to Appendix D for more project details.

Twickenham Town Centre Highways & Streetscene

Project: Atkins worked closely with the London Borough of Richmond upon Thames to improve the Twickenham Town Centre. Therefore, we have already got a good working relationship with the Council and have a sound understanding of policy objectives and local circumstances.

Clyde Riverside: Atkins worked on the design and implementation of a significant new urban waterfront space on the banks of the River Clyde at Broomielaw in Glasgow with the aim of reconnecting the City with its waterfront and contributing to wider regeneration plans.

London 2012 Olympics & Paralympics: London 2012 is only one project where Atkins gained extensive experience working alongside and with the River Thames, dealing with flood issues, ensuring that future developments are safe and meeting all necessary regulations and requirements. Even though this project will focus on the design, it is crucial that the technical requirements are taken into consideration early on to avoid risks and delays further down the programme.

Thames Strategy Kew to Chelsea: The strategy covers the area between Kew and Chelsea and reflects the rich diversity of this stretch of the River Thames, from the historic waterfront of Strand-on-the-Green to the industrial riverside of Nine Elms. It provides a long term vision and the basis for a more holistic approach to the many complex and interrelated issues relating to planning, management and

use of the river - issues which require the involvement and commitment of the public, private and voluntary sectors, as well as the local communities, in active partnerships.

Londonderry, The Heart of The City: Our work on an integrated urban design strategic framework for the 'Heart of the City' aimed to begin a wide dialogue about what character of city centre in Derry/Londonderry is desirable and achievable in the next decade or two. It focussed on the regeneration of riverfront development sites

Tapestry Court Penthouse and Pavilion: Our cooperation partner Russian for Fish is an innovative architectural practice with local roots. They have successfully delivered this conversion project from employment to residential on the banks of the River Thames.



Clyde Riverside





08

Budget





09

Programme

View of proposed scheme from Eel Pie Island



We anticipate that the Feasibility Study could be undertaken within two months from commission. The preparation of the Outline Planning Application could start immediately afterwards and is likely to take up to 5 months. However, the summer holidays have to be taken into account when planning the public consultation as it is a period that should ideally be avoided and there is a risk that certain surveys might delay the overall project as they have to be undertaken during specific time windows as set out in the Ecology Survey and Mitigation Calendar in Appendix C.

However, we expect that outline planning permission would be granted within three to four months of the submission of the planning application taking account of the Christmas holiday period.

Programme summary:





10

Appendices

Appendix A. Drawings of Proposed Scheme

A.1. Site Plan

A.2. Ground Floor Plan

A.3. First Floor Plan

A.4. Second Floor Plan

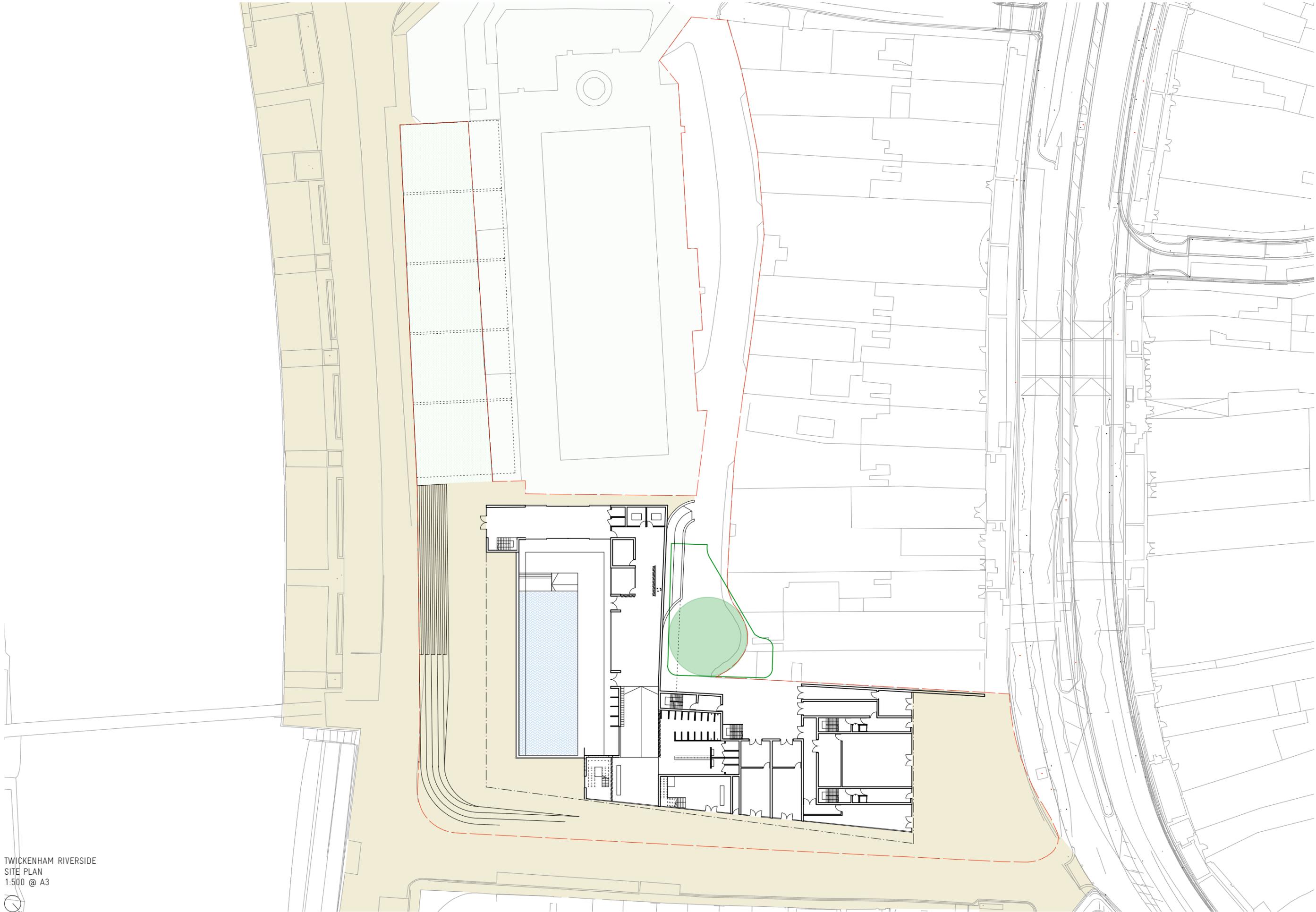
A.5. Third Floor Plan

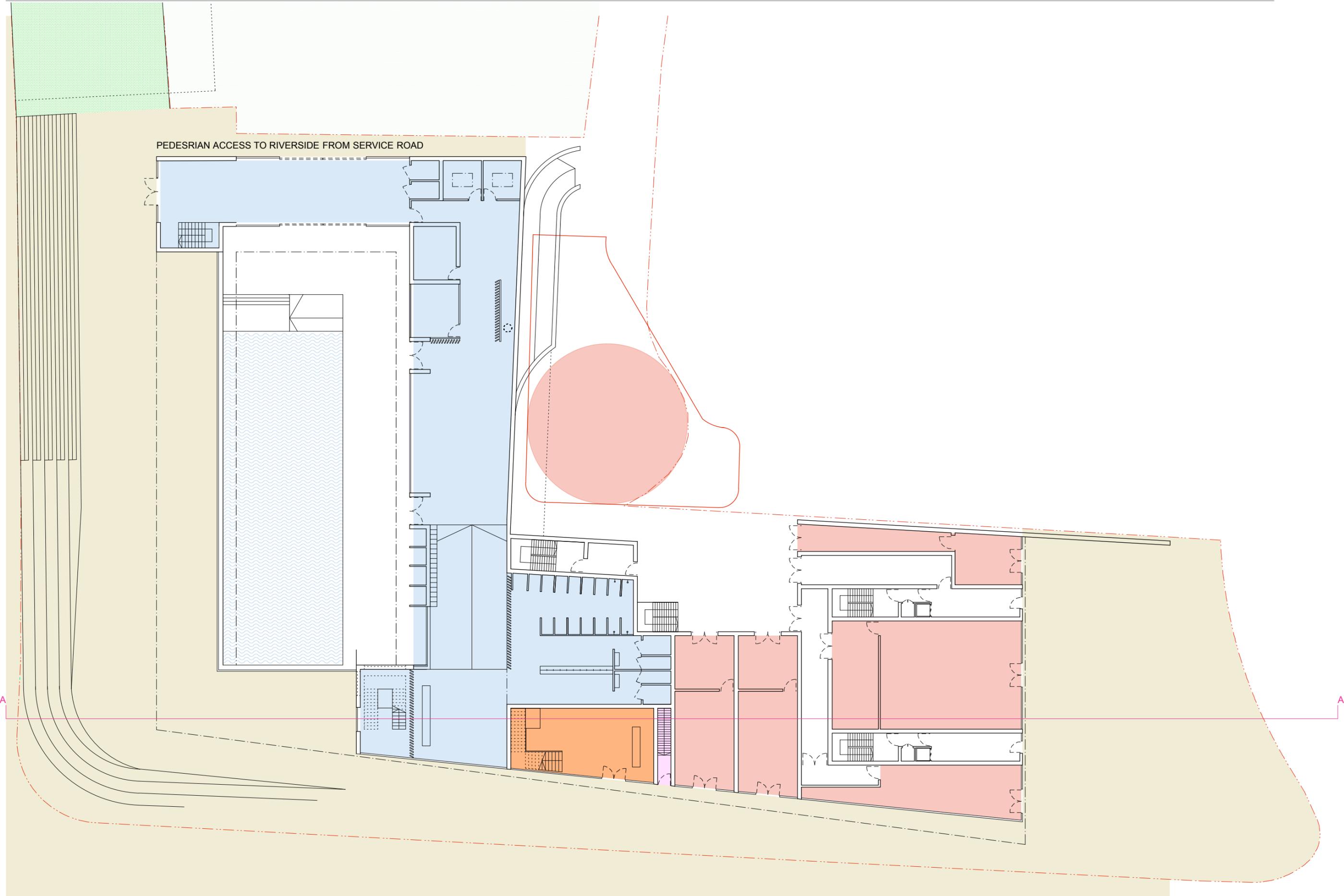
A.6. Roof Plan

A.7. Basement Plan

A.8. Section

A.9. Elevations

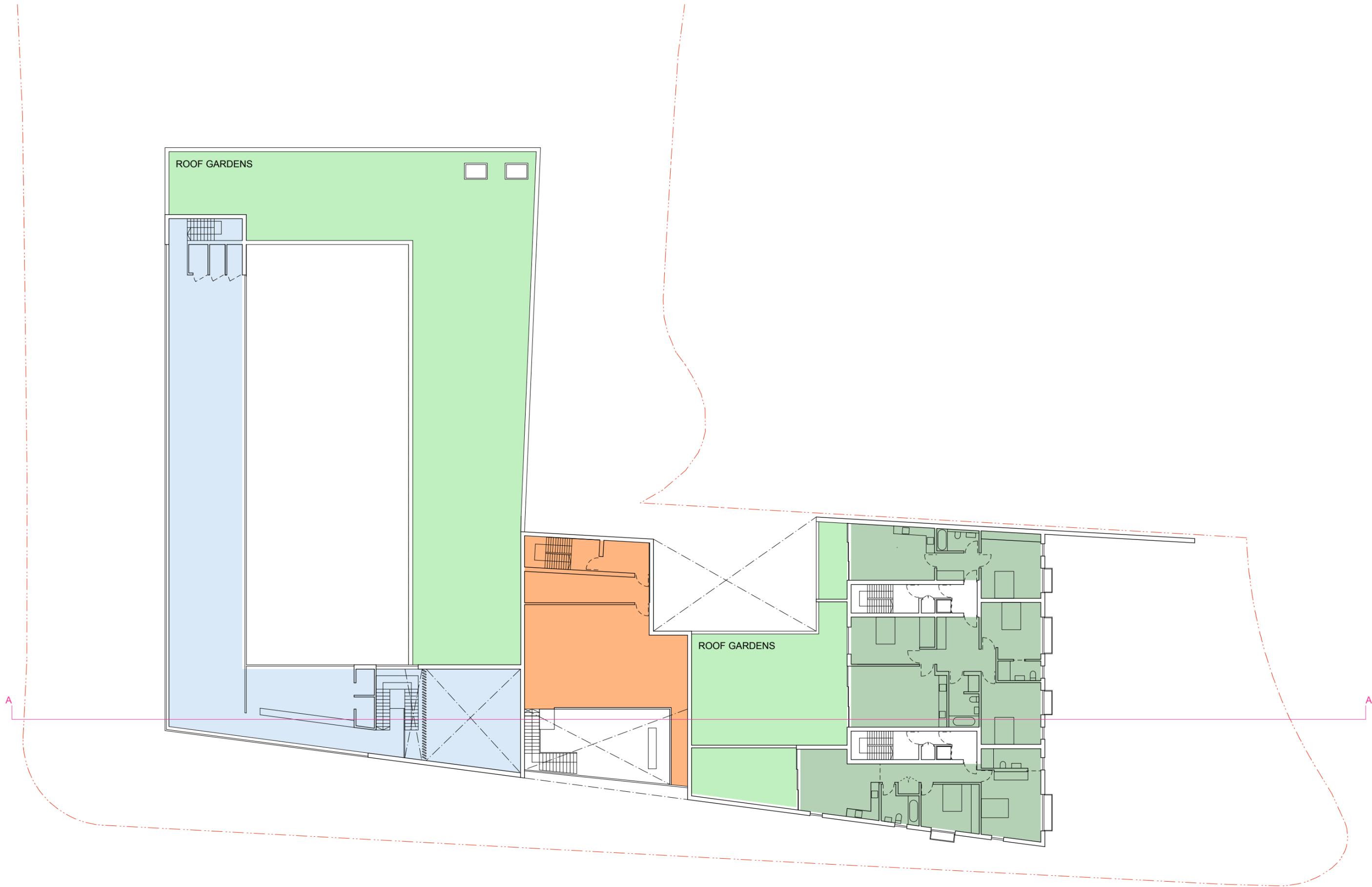


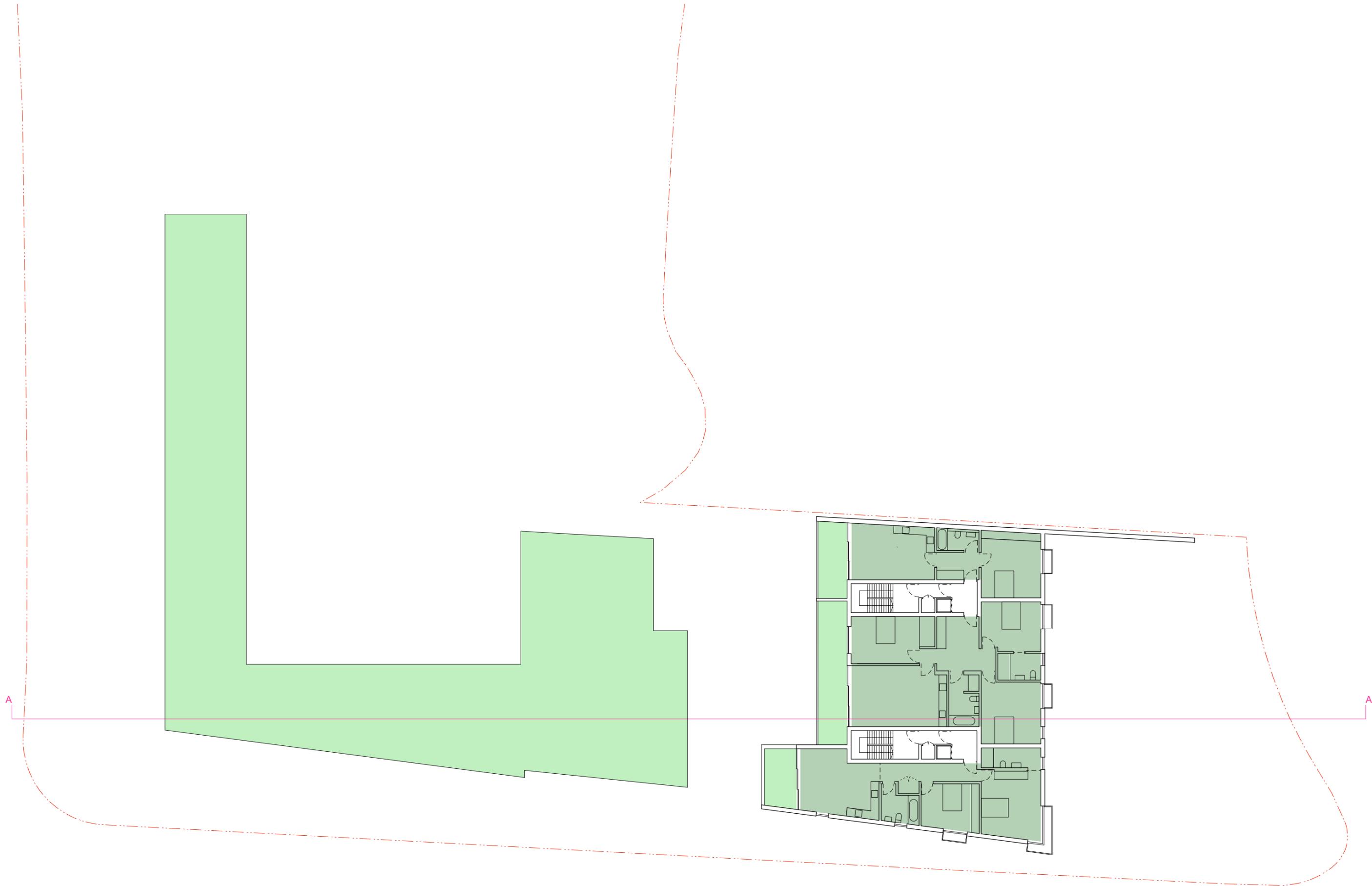


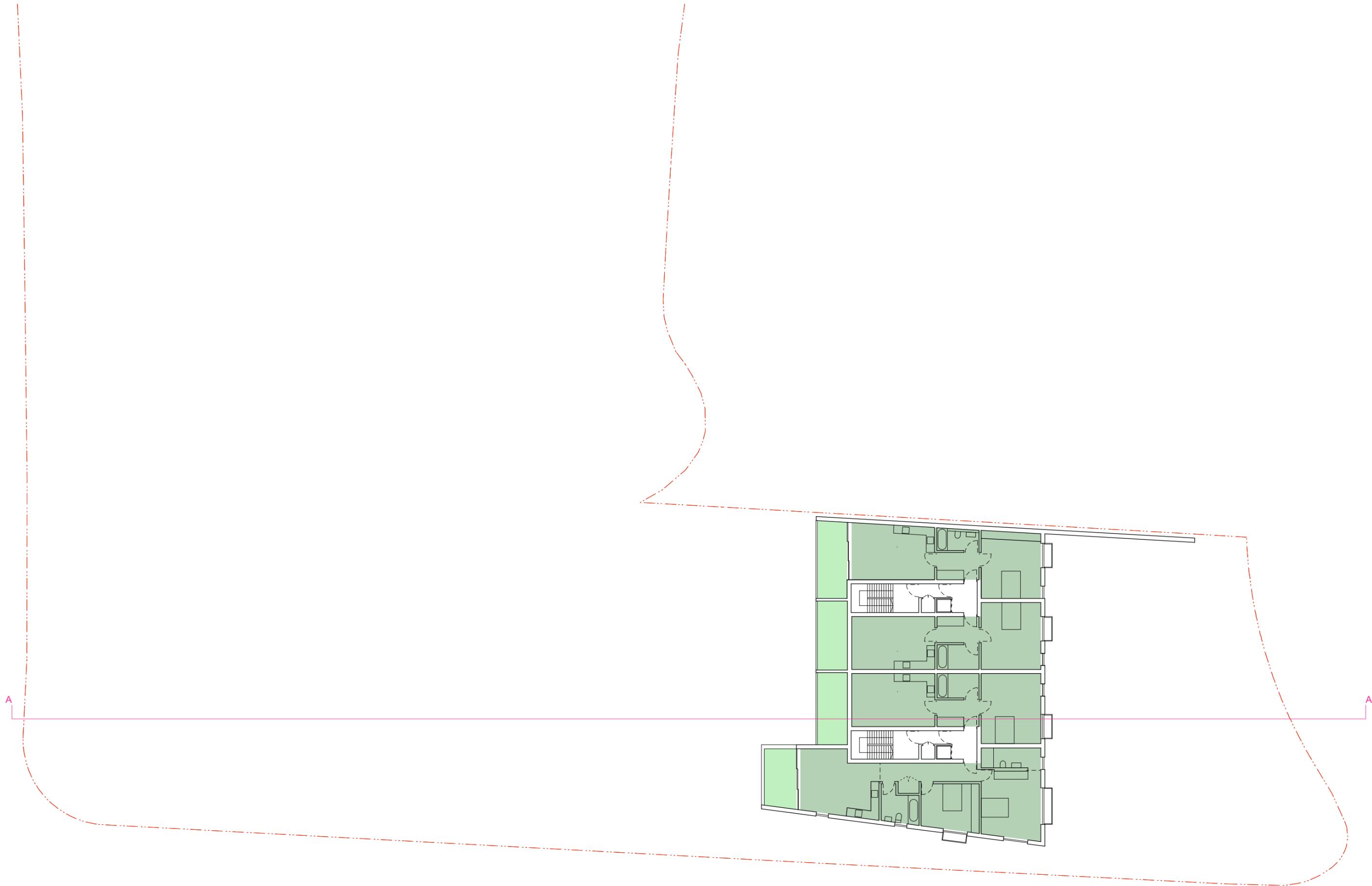
TWICKENHAM RIVERSIDE
GROUND FLOOR PLAN
1:250 @ A3

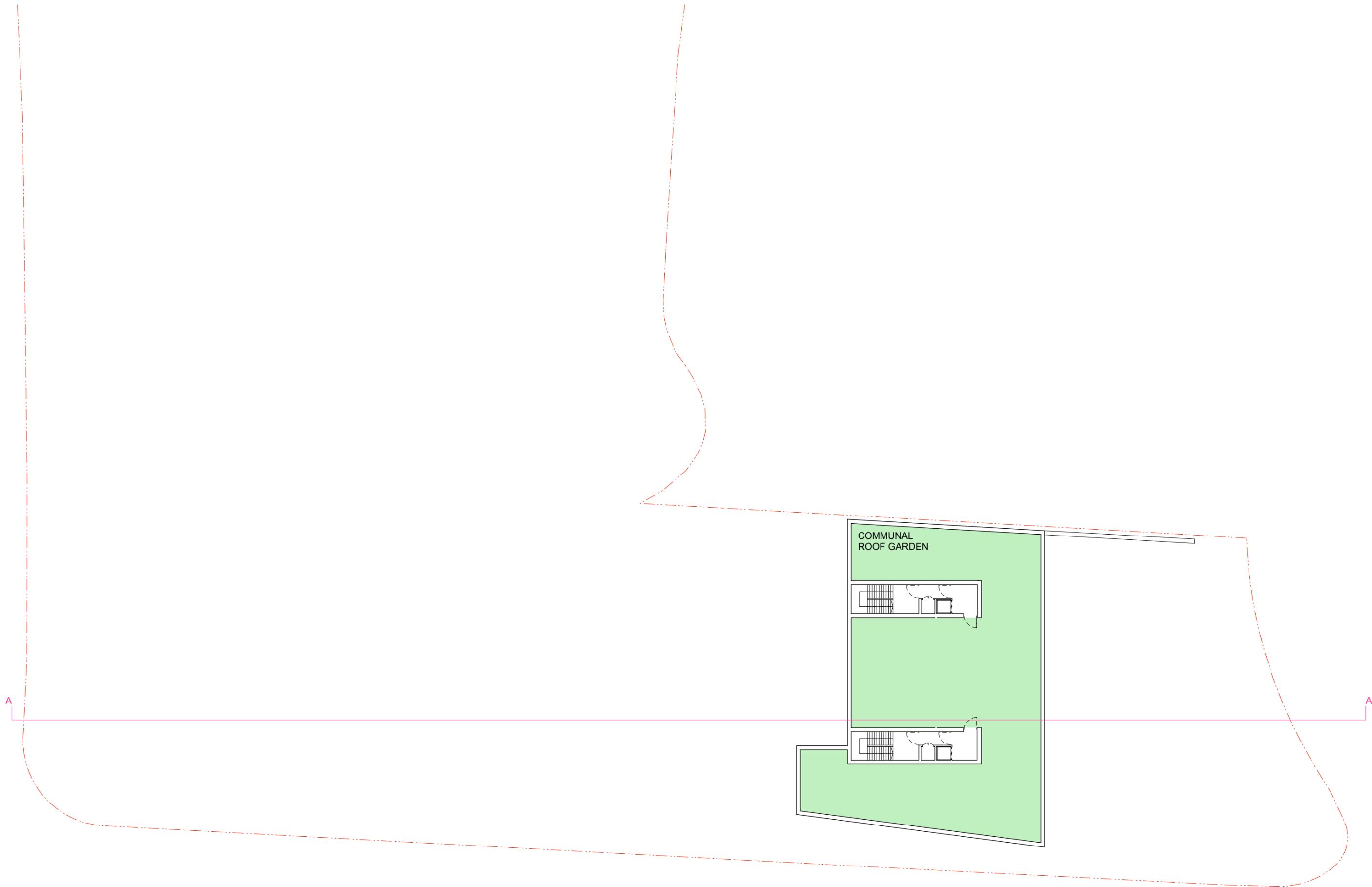
LIDO	COUNCIL	RETAIL	RESIDENTIAL	BOAT ARCHES	PARKING
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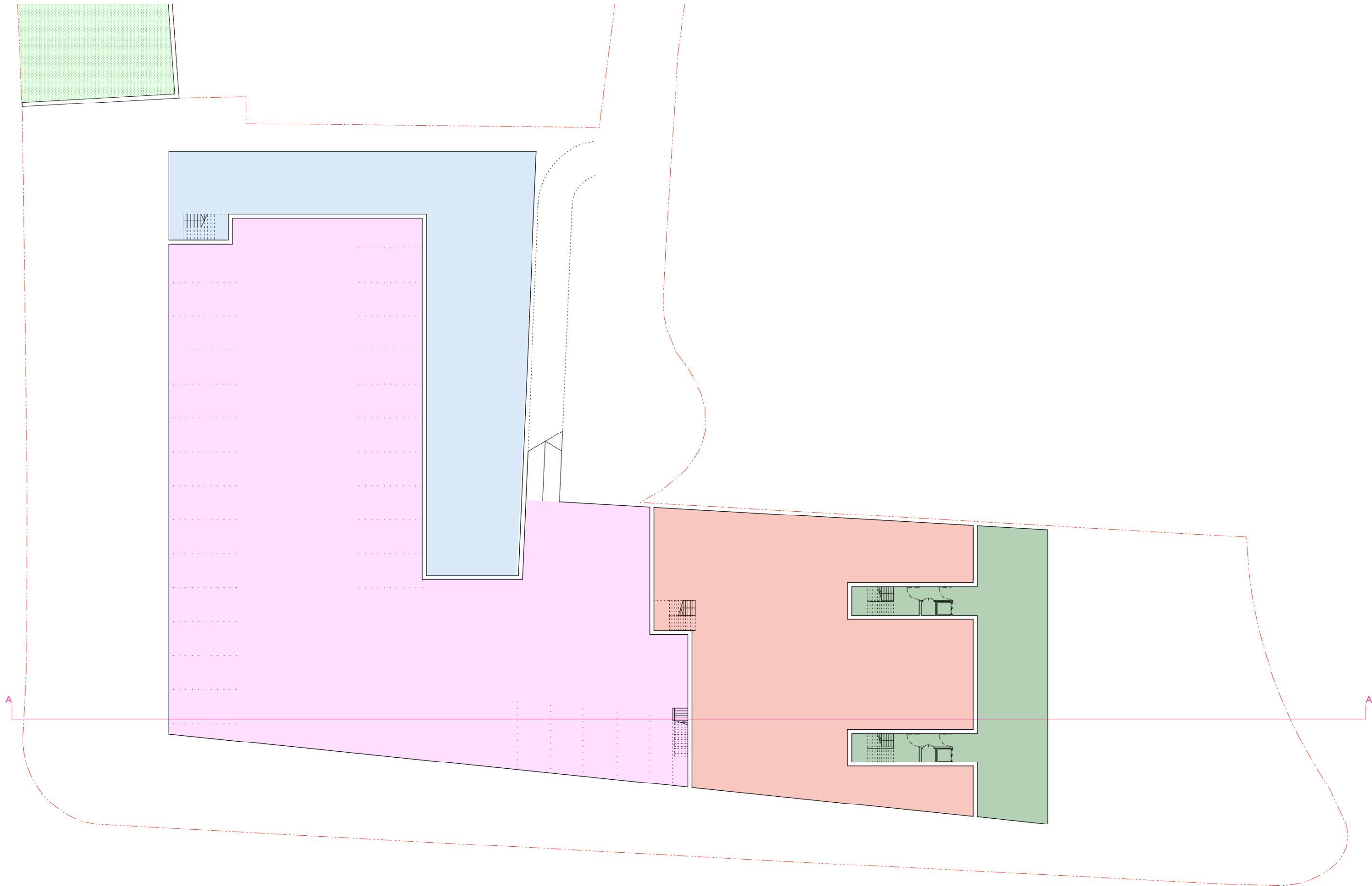








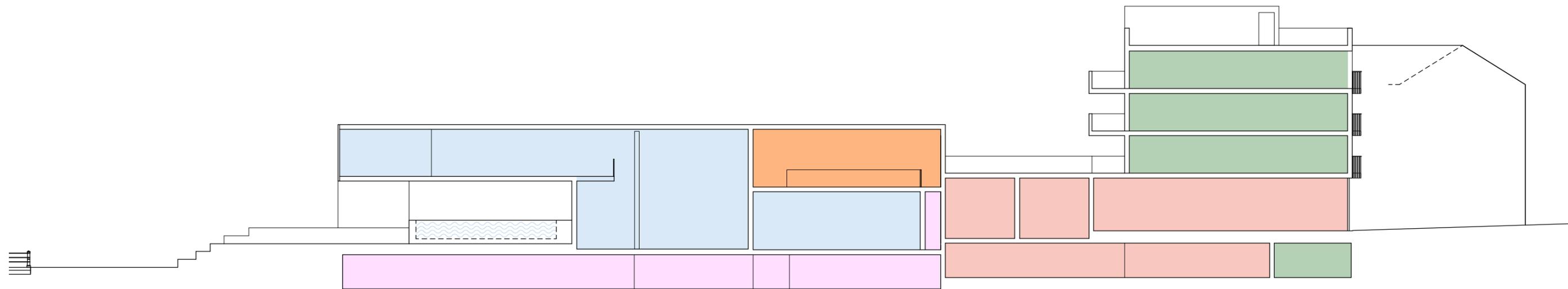




TWICKENHAM RIVERSIDE
BASEMENT FLOOR PLAN
1:250 @ A3

- LIDO
- COUNCIL
- RETAIL
- RESIDENTIAL
- BOAT ARCHES
- PARKING







King Street Elevation



Water Lane Elevation



River Front Elevation

Appendix B. Letters of Intent and support

B.1. Epic SUP Club

B.2. Twickenham Rowing Club

B.3. Eel Pie Island Museum

B.4. Bristol Lido Operator

The Eel Pie Island Museum

Why it would be good for Twickenham...

Richmond-upon-Thames is steeped in history, stately homes and beautiful parks all of which make it a great place to visit. But alongside the more traditional attractions, our borough is also sitting on a wealth of very significant musical heritage. Global superstars such as the Rolling Stones, Rod Stewart, Eric Clapton and many more started out on their path to fame right on our doorsteps.

For today's sixty-somethings, who were there when the British Beat Explosion happened, the chance to revisit their youth and show their children and grandchildren just how cool they really were is something that is missing from the attractions we currently have on offer. At present we only have the Heritage Board outside the Barmy Arms dedicated to arguably one of the most exciting aspects of the area's history – Eel Pie Island. The board attracts much attention and almost daily tourists amble over the bridge to the Island seeking a taste of the musical history, but of course the hotel is long gone and there is nothing left to see.

As the generation who were teenagers in the sixties now approach retirement age there has been a definite shift in the attitude towards music heritage; it is no longer an exclusively youth-driven, rebellious domain and now has appeal to a very large cross section of the tourist market.

Earlier this year a report was published by UK Music specifically about the value of music heritage tourism in the UK and how it could be embraced by local authorities:

'Cities across the UK have strong music histories and could create a new economy by exploiting their music heritage. The UK's musical heritage is rich and diverse. British bands from every decade have immortalised their surroundings; cementing local areas into lyrical history and putting hometowns on the map. British music draws thousands of tourists each year to cafés, crossings and pubs across the UK. This is music heritage tourism, and it is big business'

It is, without doubt, time to give visitors another reason, apart from rugby, to come to our town.



About me...

I am a life-long resident of the area, co-author of the books 'Eel Pie Island' (Frances Lincoln 2009) and 'The British Beat Explosion' (Aurora Metro 2013). I have been interviewed on radio and TV about our borough's music history. In 2013 I curated the very successful 'Eelpiland' exhibition at the Stables Gallery, Orleans House which received over 100 visitors a day, a unanimously positive response and repeated requests for it to have a permanent home.

From 1998 to 2012 I ran 'Par-ici', a shop set up to sell and promote local arts & crafts, in Church Street, Twickenham, and also have experience in event management, photography and many other creative areas.

Through my many years of research I have built up an extensive network of contacts and have exclusive access to many exhibits that could populate an Eel Pie Island Museum.



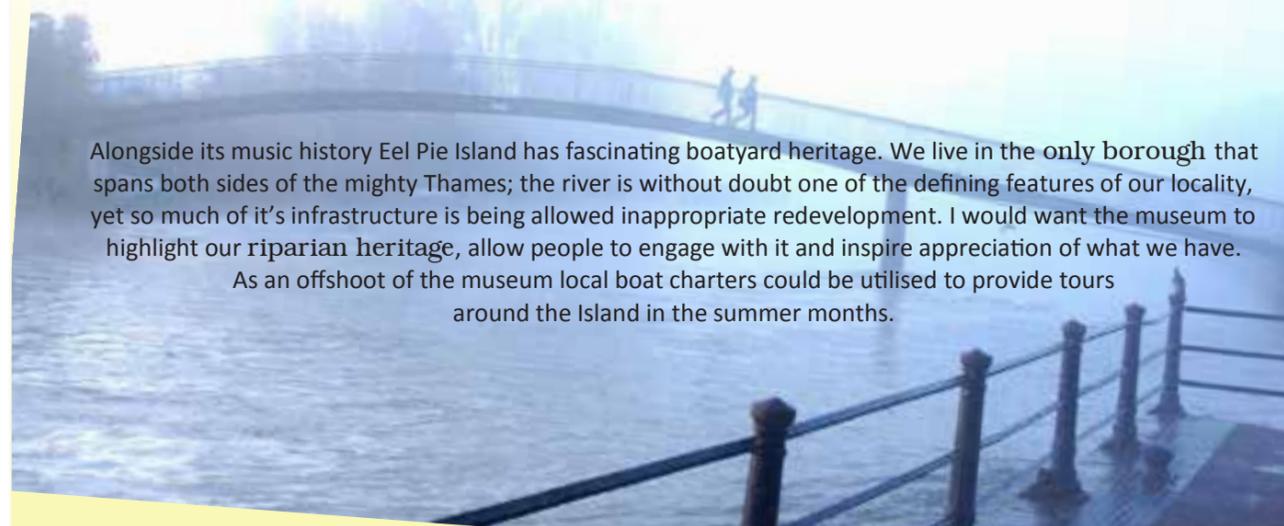
The plan...

To set up and run an Eel Pie Island Museum in Twickenham, as close as possible to the Island itself. I believe such a museum would, aside from having local appeal, have the potential to bring significant tourist traffic to Twickenham. The museum should be free, or have a very nominal entrance fee, with a donations box and a gift shop in-store and online to generate income.

I have collected much memorabilia over the years through researching the books and also from curating the Eelpiland exhibition. I have many contacts willing to loan exhibits, as they did for my exhibition. Once the museum is established it will become the obvious place for donations or loans of more items.

Alongside its music history Eel Pie Island has fascinating boatyard heritage. We live in the only borough that spans both sides of the mighty Thames; the river is without doubt one of the defining features of our locality, yet so much of it's infrastructure is being allowed inappropriate redevelopment. I would want the museum to highlight our riparian heritage, allow people to engage with it and inspire appreciation of what we have.

As an offshoot of the museum local boat charters could be utilised to provide tours around the Island in the summer months.



The venue...

My favoured site for the museum is Twickenham Riverside, amongst the buildings that consist of Bath House and the old toilet block. Whilst I am aware that this area is earmarked for redevelopment it appears a missed opportunity not to utilise it in the meantime. I would like to be able to use one of these buildings as a temporary venue, prove its worth and then have the museum incorporated into the eventual redevelopment. Council backing in the form of provision of an existing building would mean that overheads can be kept down making the museum more likely to succeed. The museum will undoubtedly benefit Twickenham by increasing tourist traffic, impacting positively on nearby businesses such as cafes and shops. Whilst embracing our local music heritage here is still in it's early stages, it is worth noting that in Liverpool Beatles related attractions, generate an impressive £70 million per year for the local economy.

Another option is commercial rental and I have viewed a few possible sites. The old Langton's bookshop in Church Street is ideal in both location and size, with scope for a gift shop, but a yearly rental of £22,000 plus business rates, would put huge financial pressure on the venture from the start.

I am also considering the viability of a floating museum, which could perhaps be moored next to Jubilee Gardens. With the option of being mobile, events such as those at Radnor Gardens, Strawberry Hill, Orleans House, the Great River Race and Richmond Riverside could have the museum brought to them. This would of course involve having to find and finance a barge big enough to accommodate a museum and PLA approval.

We have the Rugby World Cup coming up this year which will bring large numbers into Twickenham with many visitors staying in the town; wouldn't it be great to have the museum up and running in time for this?

The structure & how to finance it...

I would curate all exhibits and manage the day to day running of the museum and gift shop, for which I would need to draw a wage. I would also employ other people to work on site during opening hours, some possibly on a voluntary basis. I would aspire to the museum being self-financing through donations and sales in the shop and online, but this of course will depend on the outgoings required for the actual space. There is scope to generate further revenue by holding ticketed events such as talks and live music either at the museum or in nearby venues such as The Barmy Arms and Twickenham Club, or with the Eel Pie Club. Existing events such as London 60's Week will provide opportunity to promote the museum to a wider audience.

With regard to funding for set up costs I am currently looking into HLF, Spacehive (including the Mayors High Street Fund) and other crowd funding options such as Kickstarter; would 1000 local residents be willing to donate £10 to get this going? I would also like to explore collaborative funding and sponsorship options with local businesses; for example a business could sponsor the purchase of a specific exhibit. I would initially need around £10,000 to set up the museum, based on a ready-to-use building with no major renovations required.



Stables Gallery 'Felpiland' exhibition 2013



'This wonderful exhibition belongs to the people of Twickenham and to the world. This must stay locally. It is part of Twickenham history, as important as the Rugby Ground. Please, please find a home as near as possible to Eel Pie for a permanent home.'
Unnamed

'A thoroughly enjoyable experience! Thanks for taking the time to document a crucial piece of London history'
Britannia Scooter Club

'Brilliant collection that marks an unacknowledged period - it really fixes it in our history - a period so influential but until now not properly acknowledged. Could this be made permanent somewhere? I am sure many people would support that. Thanks and love to all.'
Andrew Pritchard

'Best curated and most interesting exhibition I've seen for years. Fantastic eclectic mix of fascinating memorabilia and informative contributions from Eel Pie insiders'
Al Burns



'Well done to everyone involved in setting up this amazing exhibition. You have worked so hard and from someone who was there, it is truly appreciated because the world needs to know what an iconic place it was. Would be lovely if we could find a permanent home in Twickenham. This project has brought together lots of Islanders.'
Margaret Willatts

'Well done Michele - you got it just right. Thank you for furthering the legend'
Derek Griffiths (The Artwoods)

I am looking for help with...

Securing a site for the museum
Legal advice on how to structure the company
Applying for funding & funding ideas
Setting up and maintaining an e-commerce website
Any other input in terms of support, backing or advice...



Support so far...

'I have long thought that we should celebrate the artistic contribution that Rhythm & Blues and music in general played in the locality. Witness Liverpool, for example, who fully embraced the success of 'Merseybeat'. We need to capitalise on what we have here and welcome tourists to come and see where the R&B/ Blues movement started.' **Derek Griffiths, Artwoods**

'The unique magic of Eel Pie Island and much more in this area provide a wealth of sites of major importance in the story of the British Beat Boom. This project sounds like the perfect way to bring this to the attention of music tourists worldwide.' **Don Craine, Downliners Sect**

'I'm really excited about this project! My late husband Art Wood was part of the beginnings of the rhythm and blues boom in London in the 60's and played a big part in the unique venue that was the Eel Pie Club. It's essential to keep this heritage alive and I know he would have been very enthusiastic about this project and would have given it his wholehearted support.' **Angie Wood**

'When I founded Stiff it was a kind of reaction against the big corporate record companies and embraced the grassroots of music. What happened on Eel Pie Island in the early 60's was a similar thing; young lads having a go and just making great, raw tunes. The musical heritage we have in Richmond and Twickenham deserves to be celebrated and an Eel Pie Island museum is a fantastic way to do this.' **Jake Riviera, Stiff Records**

'As an Eel Pie resident and old time Eelpiland raver I fully support this museum idea. I think it will bring huge benefits to the local area.' **Trevor Baylis, Inventor**

'The Eel Pie Club is a live music club, started in 2009, that has been preserving the heritage of UK Rhythm & Blues that started in the Richmond and Twickenham area in the 1960's. We wholeheartedly support Michele's plans for a museum and look forward to forging collaborations with this venture'
Gina Way & Warren Walters, The Eel Pie Club

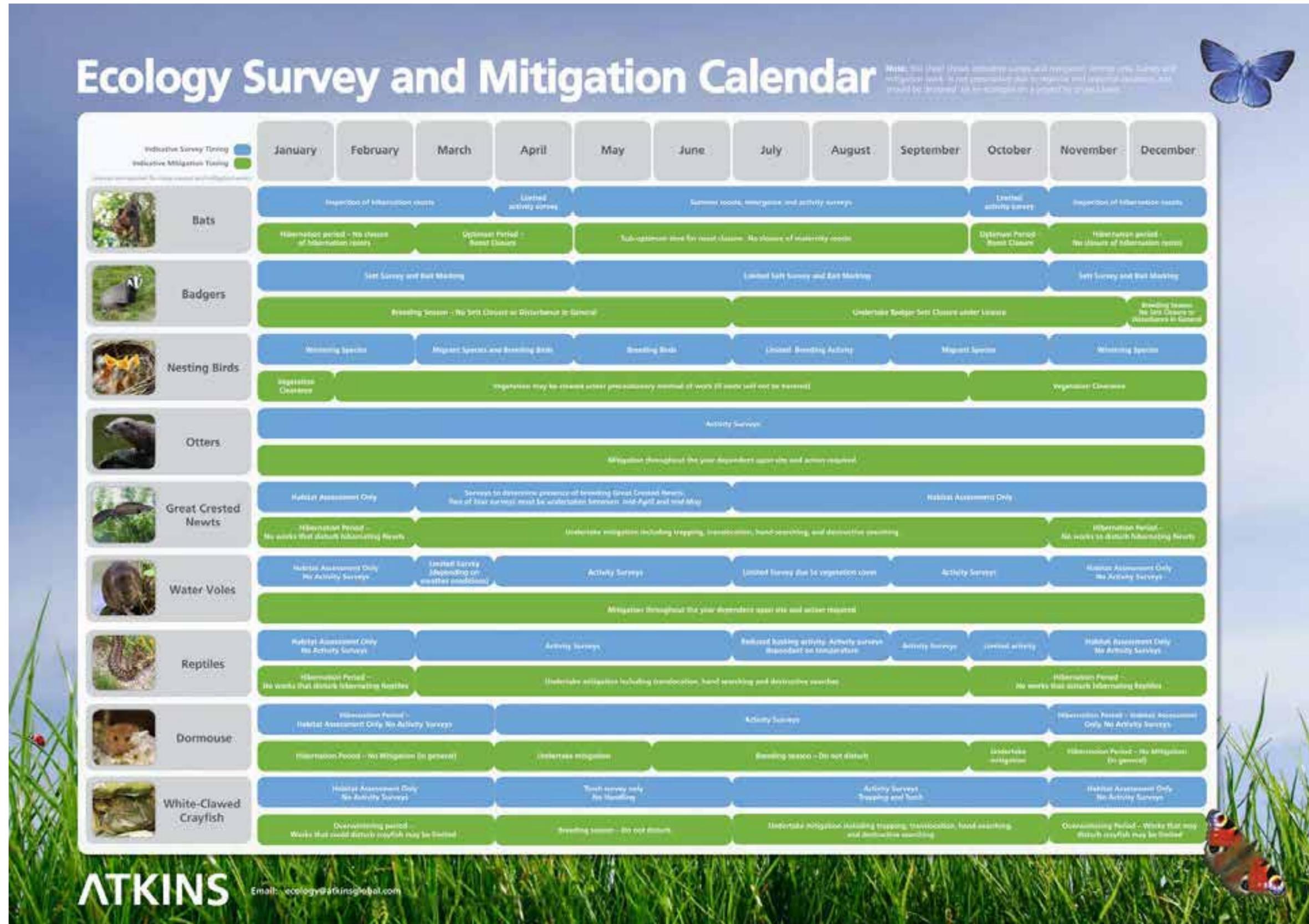
'We think it would work well and the CSA would definitely like to be listed as a supporter'
Bruce Lyons, The Church Street Association

'More than happy to lend a hand/support for great ideas like yours.' **James Ketchell, Music Heritage UK**



**THANK YOU for taking the time to read this. If you would like to get involved, can offer any help or would just like to support the idea please let me know.
Contact me at michelewhitby@hotmail.com or on 07970 076427**

Appendix C. Ecology Survey and Mitigation Calendar



Appendix F. Assumptions & Exclusions

This Tender Response is based on the following assumptions and exclusions:

- VAT and expenses such as printing and travel costs are excluded.
- Planning application fees and other third party fees are excluded.
- All available data including base mapping related to the project will be provided by the client within two weeks from the beginning of the project, free of charge and error and with the permission of reproduction.
- If required, the client will arrange safe site access for the team.
- All outputs will be provided as electronic files only.
- One set of comments in electronic format and one iteration has been accounted for. Any further changes will be charged extra.
- This fee proposal includes costs up to submission of the Outline Planning Application. Any post submission work will be charged at extra cost.
- We are not responsible for the accuracy of any information provided by third parties.
- The highways and transport team will assess a maximum three isolated junction capacity assessments including site access.
- A Retail Assessment has not been included as it is unlikely to be required due to small amount of proposed retail space.
- Code for Sustainable Homes is no longer mandatory but could be applied voluntarily.
- No Energy Statement will be required for an outline planning application.
- Price of noise survey might change subject to availability of safe place for equipment.
- Specialist ecology surveys have been excluded.
- Some surveys to confirm presence of protected species are seasonally constrained.
- It should be noted that if further surveys are recommended at the feasibility stage, it will be necessary to undertake this survey work prior to completing the EclA report. As stated above, some surveys to confirm the presence or likely absence of protected species are seasonally constrained and limited to certain periods of the year. Further details can be provided on request.
- The Ecology Fee proposal does not include the production of any management plans, method statements or protected species licence application documents that may be required as a result of the proposed works.
- All records of protected or notable species encountered during the survey will be provided to the local biodiversity information centre, unless informed otherwise by the client;
- Report maps will not provide precise locations and extents of findings, as mapping will be done by eye rather than, for example, using GPS.
- Lighting Strategy unlikely to be required for outline planning application.
- We have excluded the Air Quality Assessment and Monitoring for now. Should they be required, we could undertake them for a cost of about ██████ for the Assessment and ██████ for the Monitoring (6 months) which includes expenses. Please note that the Air Quality Assessment does not include regional emissions/ greenhouse gases, odour, biomass/CHP combustion processes.
- Site Waste Management Plan unlikely to be required for Outline Planning Application.
- Any additional work contributing to preparation or review of a site Health and Safety / Construction Environmental Management Plan, or Appropriate Assessment.
- Highways and transport proposal excludes consultation with TfL, design of proposals and necessary mitigation, design of proposals and necessary mitigation, delivery & servicing plan and construction traffic management plan.
- Any requests for work beyond that included in this tender will incur additional fees or expenses which will be agreed in writing with the client prior to those being incurred.
- This offer is valid for a period of 90 days from the 2nd April 2015 and subject to contract.

[REDACTED]
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