

WANDSWORTH BOROUGH COUNCIL

REGENERATION AND TRANSPORT OVERVIEW AND SCRUTINY COMMITTEE  
- 14TH JUNE 2005

EXECUTIVE - 11TH JULY 2005

Report by the Economic Development Officer on the Wandsworth Town Centre Business Plan, SW18 (Earlsfield, East Putney, Fairfield, Thamesfield and Southfields)

**SUMMARY**

This report considers the decisions of the Wandsworth Town Centre Partnership Board at its meeting on 19th May 2005. Following extensive discussions with key stakeholders, the Board agreed to:-

- (a) prepare a revised Wandsworth Town Centre Business Plan with specific additional content;
- (b) investigate external funding possibilities to implement the proposed Wandsworth Town Centre Business Plan;
- (c) establish a sub group to advise the Board on marketing the Town Centre and financing the revised Business Plan;
- (d) review the latest Transport for London proposals for Wandsworth Town Centre;
- (e) ensure that the Local Development Framework responds to the opportunities of Young's Brewery site to enhance the town centre; and
- (f) identify links between the Wandle Delta and the Town Centre.

The Executive are asked to approve these decisions.

**RECOMMENDATIONS**

1. The Regeneration and Transport Overview and Scrutiny Committee are recommended to support the recommendations in paragraph 3.
2. If the Overview and Scrutiny Committee approve any views, comments or recommendations on the report, these will be submitted to the Executive for their consideration.

3. The Executive are recommended to:-
  - (a) approve the content of paragraph 8 (a) as the basis for reviewing and implementing the Wandsworth Town Centre Partnership Board's Business Plan for the period to 2008; and
  - (b) approve the content of paragraph 8 (b) to 8 (f) in respect of the proposals relating to external funding, the setting up of a sub group on marketing and finance, the latest Transport for London (TfL) proposals for Wandsworth Town Centre, the Local Development Framework, and links between the Wandle Delta and the Town Centre.

### **INTRODUCTION**

4. Wandsworth Challenge Partnership (WCP), with the help of considerable Single Regeneration Budget (SRB) funds, and funds from the Council, other public sector partners and the private sector have overseen the regeneration of Wandsworth Town Centre over the last 10 years. The SRB Programme came to a successful close on 31st March 2004. Major improvements have been implemented over the last few years culminating in the reshaping of Wandsworth Shopping Centre to create Southside with an anchor retailer (Waitrose), a state of the art leisure centre and a 14 screen multiplex cinema amongst other improvements. The former WCP agreed that the Wandsworth Town Centre Business Plan should be updated to reflect the needs of the town centre over the next three years. Following consultations with the business community and other key partners, a new Town Centre Business Plan was developed as the vehicle for achieving and focusing the activities of the new Wandsworth Town Centre Partnership Board. This Business Plan and the terms of reference and membership of the new Wandsworth Town Centre Partnership Board were agreed (Paper No. 04-472) by the Executive on 11th July 2005. This report seeks the Executive's approval to the decisions of the Wandsworth Town Centre Partnership Board taken at their meeting on 19th May 2005 in relation to revisions to the Wandsworth Town Centre Business Plan.

### **WANDSWORTH TOWN CENTRE BUSINESS PLAN 2004-2007**

5. The purpose of the Business Plan is to provide a clear framework for the continuing regeneration of Wandsworth Town Centre. It builds on the Forward Strategy and Evaluation of the SRB-funded regeneration programme, and an extensive programme of consultation carried out in March and April 2004. The aim set out in the Business Plan is "to ensure that Wandsworth Town Centre is accessible, safe and attractive for all sections of the community". The Business Plan's objectives are to:-
  - (a) reflect local community aspirations and perceptions in particular to identify and meet their needs and concerns relating to the town centre;
  - (b) refine the priorities for promoting Wandsworth town centre for inward investment and to the residents on the fringe of the catchment area;
  - (c) meet the expectations of the stakeholders in the town centre;

- (d) provide a framework and direction for the Town Centre Partnership Board and the Wandsworth Town Centre Manager;
  - (e) focus on tangible improvements in the context of longer term strategic plans; and
  - (f) identify funding needs and provide a basis for fund raising and promoting investment.
6. The priority issues contained in the Business Plan relate to transport and access; security and safety; promotion and publicity; business community; public realm; and monitoring and review.

### **PROPOSED REVISIONS TO THE BUSINESS PLAN**

7. The Chairman of the new Wandsworth Town Centre Partnership Board, supported by the Wandsworth Town Centre Manager, has interviewed and had informal discussions with opinion leaders, key stakeholders and partners and analysed previous reports and media editorial in relation to the future of Wandsworth Town Centre. This survey was carried out to help the Board revise the town centre business plan in order to influence the growth and sustainability of Wandsworth Town Centre. At their meeting on 19th May 2005, the Board considered a report ([Appendix 1](#)) on the results of this study. This report aims to:-
- (a) identify areas which can attract further investment;
  - (b) identify barriers that could inhibit further regeneration in parts of the Town Centre and reduce the effects of any blight to the Centre whilst large-scale development is taking place;
  - (c) maximise the positive messages from the multi-million pound investments currently taking place in the Centre and generally promote positive attitudes towards the Town Centre; and
  - (d) agree priorities for further improvements.
8. The Wandsworth Town Centre Partnership Board agreed to:-
- (a) prepare a revised Wandsworth Town Centre Business Plan for adoption by the Board, the Council and other key stakeholders which builds on the unique features of the Centre, encourages a flexible approach for individual new developments and the expansion of creative businesses. The Business Plan should also:-
    - (i) include the Wandle Delta within the Town Centre's development plans;

- (ii) highlight opportunities for working with other South London councils to enhance the use of the River Wandle;
  - (iii) seek out opportunities to implement the 'Wandle Promenade', linking the Riverside with the Town Centre;
  - (iv) enhance links between Wandsworth Town Station and the Town Centre, including via Ram Street;
  - (v) keep the regenerated image of the housing stock in the Arndale Estate and elsewhere in the Town Centre;
  - (vi) encourage more people to make wider use of King George's Park, make it safer for communities to use and introduce more sport activities into the Park;
  - (vii) encourage the re-use of 5 Garratt Lane and ensure that its use contributes to the Town Centre;
  - (viii) develop the Town Centre's cultural facilities and activities and indicate how the Wandsworth Museum, the De Morgan Centre and other cultural facilities can become more integral to the future of the Town Centre;
  - (ix) strengthen the growing businesses in Old York Road and other older business centres close to the Town Centre;
  - (x) include a separate 'public realm action plan' which builds on the Town Centre's unique environmental and cultural features, such as water; and
  - (xi) contain proposals to commission a highly visible public art feature to act as a positive symbol of Wandsworth Town Centre's 'coming of age';
- (b) investigate the external funding possibilities to implement the revised Wandsworth Town Centre Business Plan;
  - (c) set up a sub group to look into marketing the Town Centre and financing the proposals in the Wandsworth Town Centre Business Plan;
  - (d) review the latest TfL proposals for the Wandsworth Town Centre one-way system and work with TfL to identify an acceptable solution to the existing traffic congestion and its associated effects;
  - (e) ensure that the Local Development Framework responds to the potential opportunities from the development of the Brewery site to

enhance the vitality and viability of the centre, safeguarding the heritage aspects and incorporating a public realm strategy; and

- (f) identify proposals to improve links between the Town Centre and the Wandle Delta, including implementation of the Wandle Promenade, and further improvements to the public realm.

## **CONCLUSIONS**

- 9. Approval of Appendix 1 as a development of the agreed Wandsworth Town Centre Business Plan would give Wandsworth Town Centre Partnership Board renewed direction and guidance over the next three years, as well as providing confidence and motivation for all partners and local businesses.

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Town Hall,  
Wandsworth,  
SW18 2PU.

MIKE BROOK  
Economic Development Officer

6th June 2005

## **Background Papers**

The following background papers were used in the preparation of this report:-

- 1. Wandsworth Challenge Partnership SRB Round 3 Programme – Final Evaluation Report, Shared Intelligence. November 2003.
- 2. Paper No. 04-472 on a revised Town Centre Business Plan for Wandsworth Town Centre, Regeneration and Transport Committee 5th July 2004.
- 3. Report entitled ‘Wandsworth Town Centre - The Way Forward’ considered by the Wandsworth Town Centre Partnership Board at its meeting on 19th May 2005.

If you wish to inspect any of these documents, please contact initially the Committee Secretary on 020 8871 6488.