

WANDSWORTH BOROUGH COUNCIL

REGENERATION AND COMMUNITY SAFETY OVERVIEW AND SCRUTINY
COMMITTEE - 12TH JUNE 2007

EXECUTIVE – 25TH JUNE 2007

Report by the Economic Development Officer on the Tooting Town Centre Partnership's
Annual Report

SUMMARY

Background: The Tooting Town Centre Partnership has been active in Tooting for the past 17 years, spearheading a number of improvements and initiatives, and works to an agreed three year Business Plan. Its current Business Plan 2005/08 has ten key objectives which are: (a) to improve access; (b) to reduce crime and the fear of crime; (c) to attract and increase inward investment; (d) to improve the town centre environment; (e) to foster a sense of ownership and social responsibility; (f) to help Tooting's businesses to develop and improve; (g) to develop town centre enhancement schemes; (h) to liaise with providers of public services to improve standards; (i) to market Tooting Town Centre and the Town Centre Partnership Board; and (j) to monitor the Town Centre Management Initiative and Business Plan.

Matter for consideration. This report introduces and summarises the Tooting Town Centre Partnership's Annual Report 2006/07, which has been presented to, and approved by, the Tooting Town Centre Partnership. This report gives a brief overview of the current state of Tooting Town Centre, citing recent developments and reviewing progress made towards achieving the Tooting Town Centre's Business Plan 2005/08. It also contains information on Key Performance Indicators for Tooting Town Centre.

Proposal. The report seeks approval for the Annual Report 2006/07, and for the priorities and actions identified by the Tooting Town Centre Partnership for 2007/08, together with a breakdown of proposed expenditure for the forthcoming financial year.

RECOMMENDATIONS

1. The Regeneration and Community Safety Overview and Scrutiny Committee are asked 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:-

- (a) to note the contents of the Tooting Town Centre Annual Report;
- (b) to approve the priorities and budget for 2007/08 set out in paragraphs 13, 14 and 16; and
- (c) to approve the revised membership set out in paragraph 15.

INTRODUCTION

4. On 18th April 2005, the Executive (Paper 05-327) agreed the Tooting Town Centre Business Plan for the period 2005/08. Tooting Town Centre Partnership's Business Plan 2005/08 objectives are to:-
- (a) improve access;
 - (b) reduce crime and the fear of crime;
 - (c) attract and increase inward investment;
 - (d) improve the town centre environment;
 - (e) foster a sense of ownership and social responsibility;
 - (f) help Tooting's businesses to develop and improve;
 - (g) develop town centre enhancement schemes;
 - (h) liaise with providers of public services to improve standards;
 - (i) market Tooting Town Centre and the Town Centre Partnership Board; and
 - (j) monitor the Town Centre Management Initiative and Business Plan.
5. This report reviews the achievements in meeting the objectives of the Town Centre Business Plan in 2006/07. It also identifies further challenges and opportunities, and proposes priorities and actions for the period 2007/08.

TOOTING

6. Tooting, SW17 (Tooting and Graveney) is a geographically large town centre with a high proportion of independent (mainly Asian, but increasingly Afro-Caribbean) retailers offering a number of specialised food, clothing and jewellery outlets. It is notable for its high footfall seven days a week, low retail vacancy rates; and has a thriving evening economy centred around a number of high quality restaurants and a developing bar and pub scene.

PROGRESS IN 2006/07

7. It is generally acknowledged by businesses and local residents that Tooting is improving. There are a number of new residential developments, both private and social or affordable housing, with a significant number of mixed-use developments planned for the southern end of Tooting High Street. New high street names Tesco Express and Caffe Nero have broadened consumer choice in the area. The area is eligible for loans and grants under the Town Centre Improvement Scheme (TCIS). The amount of assistance has increased. Recent improvements include new collapsible bollards in Salvador, and improvements under the London Bus Initiative. The maintenance contract for the Partnership's website www.tootinglife.com has been put out to tender, and the website continues to be a valuable resource for town centre users. The Partnership has also provided welcome banners and hanging baskets at Tooting Broadway, installed town centre maps/notice boards, supports many local cultural events, and hosts regular networking lunches for businesses.

INWARD INVESTMENT 2006/07

8. Private sector investments over the past year include the following new businesses:-
- (a) Sarashwathy Bavans – vegetarian restaurant (Tooting High Street);
 - (b) Red – clothes shop (Mitcham Road);
 - (c) Dominos – pizza chain (Mitcham Road);
 - (d) Caffe Nero – coffee shop (Mitcham Road);
 - (e) Limoncello – Italian restaurant (Mitcham Road);
 - (f) Suite Dreams – bed shop (Mitcham Road);
 - (g) Unze Shoes – shoe and accessories shop (Upper Tooting Road);
 - (h) Pretty Woman – beauty salon (Upper Tooting Road);
 - (i) Tesco Express – supermarket (Upper Tooting Road);
 - (j) Al Mirage – restaurant (Upper Tooting Road); and
 - (k) Talk 2 – mobile phone shop (Upper Tooting Road);
9. Other businesses investing in significant refurbishment include:-
- (a) HSBC – complete internal refurbishment;
 - (b) Onam – new fascia and internal works;
 - (c) The Mitre Pub – complete upgrade and refurbishment;
 - (d) Gala Bingo Hall – sensitive refurbishment (Grade I listed);
 - (e) South London Motorcycles – new fascia and upgrade;
 - (f) Pizza House – new fascia and refurbishment;
 - (g) Kebabish – new fascia and upgrade; and
 - (h) Orient Textiles – new fascia and upgrade;
10. It is estimated that approximately £2m private sector investment has been made in Tooting in new and upgraded businesses in 2006/07, an increase of approximately £1m compared to each of the previous two years. This does not take account of the large number of current mixed-use developments on the stretch of Tooting High Street south of Tooting Broadway which represents at least an equivalent amount of investment.

TOOTING TOWN CENTRE BUSINESS PLAN ACHIEVEMENTS 2006/07

11. The following projects and actions have been achieved by the Tooting Town Centre Partnership for the period 2006/07:-
- (a) worked with Technical Services Department (TSD) 'Bike Week' event in Tooting Town Centre ('Tooting's Cycle Corner' on 16th June 2006) and proposed new locations for cycle racks in the town centre;
 - (b) supported Transport for London (TfL), the Police, and Council colleagues in their continuing efforts to resolve the problems associated with Daily Fresh Foods at the junction of Ansell Road, SW17, (Tooting);
 - (c) continued to seek from TfL better yellow box enforcement at the Tooting Broadway road junction;
 - (d) continued the excellent relationship with the Tooting and Graveney ward Safer Neighbourhood Teams with the town centre manager attending ward panel meetings and the Safer Neighbourhood Steering Group;
 - (e) continued to monitor the effects of the new licensing changes on crime and disorder in the town centre, with the town centre manager attending the Night Time Disorder and Safer Stations meetings;
 - (f) continued to support business security schemes including Pubwatch (the town centre manager acts as Secretary), and Retail Radio Users Group;
 - (g) organised meetings between local businesses and police/community safety when specific issues arose (these included a meeting held on 19th July 2006 to look at problems in Garratt Terrace (Tooting); a meeting on 9th November 2006 to review the Boots gating schemes; and a Partnership visit to the CCTV Control Room on 30th January 2007);
 - (h) sought opportunities to recommend new locations for gating schemes for problem rear alleyways (this included Knapton Mews, SW17 (Graveney));
 - (i) organised a very successful event called 'Talking Tooting' on 28th March 2007 with the intention of attracting new businesses and increasing investment in Tooting town centre;
 - (j) actively supported the promotion of the TCIS in the newly eligible area south of Tooting Bec station and along Trinity Road, SW17 (Tooting and Graveney), and encouraged businesses to take it up;
 - (k) proposed a number of suggestions for Groundwork to undertake in the Tooting town centre area (none being pursued in the first year);
 - (l) organised a successful dance show called 'Dancing Tooting' on 21st July 2006 featuring local young Tooting talent to coincide with the Mayor of London's Big Dance initiative;

- (m) organised two lunchtime seminars on themes of interest to local businesses ('Cleaner Neighbourhoods' and 'Smoke-Free Premises');
- (n) continued to seek opportunities to realise urban design proposals (including art features) identified in the University of Westminster's Urban Design Workshop on 17th February 2006 by commissioning Design Services to develop the two red route proposals for presentation to TfL and submitting the Longmead Road, SW17 (Graveney) proposal to the Borough Spending Plan;
- (o) continued the excellent relationship with partners including the Police, TfL, London Underground, TSD and DoLAS all regularly attending Partnership meetings and assist with issues arising;
- (p) developed and promoted a three day event over the August 2006 Bank Holiday weekend called 'Discover Tooting', in which a large number of businesses participated and which featured food, entertainment and special offers (originally planned as a short Food Festival, this project developed further and linked with the Chariot Festival on the Bank Holiday Monday);
- (q) supported Tooting Business Network's faith events such as Diwali, Eid and their Christmas pantomime, as well as organising a sponsored Christmas tree and switch-on event at Church Corner, and supporting a special event for Poetry Day delivered by theatre company Lightning Ensemble;
- (r) sought opportunities to work with local free magazines which could promote the work of the Partnership and local events, (primarily passportlocal) and advised the editor of planned new magazine TootingStar;
- (s) updated the business and Partnership pages of www.tootinglife.com to keep it relevant and useful for local businesses;
- (t) continued to seek funding for a townscape survey to identify problems and potential improvements; and
- (u) continued to market and promote Tooting town centre and the Tooting Town Centre Partnership.

KEY PERFORMANCE INDICATORS

12. Key indicators for Tooting are summarised in the table below:-

Key Performance Indicators	2002/03	2003/04	2004/05	2005/06	2006/07	Comment
Population in Tooting and Graveney	27,956	28,191	28,532	28,764	N/a	Increasing
Unemployed Tooting and Graveney Wards, April each year	776	802	630	665*	635	Small decrease
Unemployed Tooting Constituency, April each year	2,283	2,279	1,524	1,535*	1,890	Increase
Nos. of Businesses	394		400		407	Small increase
Diversity of use – convenience retail	22%		22%		22%	Steady
Diversity of use – comparison retail	41%		37%		37%	Steady
Diversity of use – bars, restaurants, etc.	12%		13%		13%	Steady
Diversity of use – services	9%		9%		9%	Steady
Vacancy rate	3%		3%	**	3%	Steady
Prime retail rent	55	65	70	85	85	Growing but steady last year
Level of inward investment £'000	1,468 **	1,494 **	1,579 **	2,595 **	£2m	Small decrease
Crime statistics	1,794	1,589	1,558		N/a	Steady?
Street complaints Tooting Ward	420	237	176	101	74	Significant decrease
Street complaints Graveney Ward	343	210	174	165	185	Slight increase
Street cleaning Satisfaction Ward, %	87	75	96	97	94	Small decrease in satisfaction
Street cleaning Satisfaction Graveney Ward	85	94	94	93	91	Small decrease in satisfaction

PRIORITIES FOR 2007/08

13. To execute the previously agreed business plan and action points under each of the five main headings, including the following actions:-
- (a) continue to pursue the possibility of a more detailed Walking Audit of Tooting town centre, following the University of Westminster-funded small scale survey, and seeking opportunities to implement suggestions from the latter;
 - (b) continue to pursue implementation of the urban design proposals (including art features) identified in the University of Westminster's Urban Design Workshop by submitting proposals prepared by Design Services for inclusion in the Borough Spending Plan and bid to TfL for capital to implement this scheme;
 - (c) work with TSD 'Bike Week' event in Tooting Town Centre ('Tooting's Cycle Corner' on 22nd June 2007);
 - (d) encourage TfL (TTS) to investigate the mis-timed traffic signals at Amen Corner, SW17 (Graveney) and other locations of concern;
 - (e) continue the excellent relationship with the Tooting and Graveney ward Safer Neighbourhood Teams (SNT), and support the formation of a separate town centre SNT;
 - (f) seek opportunities to work with young offenders on Community Reparation schemes in the town centre;
 - (g) closely monitor the growth of youth crime and disorder along Mitcham Road, SW17 (Graveney) and work with the police, local businesses, schools and Youth Services to achieve improvements;
 - (h) continue to monitor the effects of the new licensing changes on crime and disorder in the town centre, and attend the Night Time Disorder meetings;
 - (i) continue to support business security schemes including Pubwatch and Retail Radio Users Group;
 - (j) run a short campaign to encourage local shops to present a more welcoming face at night such as choosing mesh shutters and improving their lighting;
 - (k) organise meetings between local businesses and police/community safety when specific issues arise;
 - (l) seek opportunities to recommend new locations for gating schemes for problem rear alleyways;
 - (m) continue to promote the Council's graffiti removal service;
 - (n) actively pursue the opening of a bookshop in the town centre;

- (o) build relationships with developers currently actively in the town centre and encourage positive mixed use developments;
 - (p) support the promotion of the TCIS in all eligible areas, and encourage businesses to take it up;
 - (q) continue to encourage significantly better enforcement by TfL officers along the Upper Tooting Road and Tooting High Street stretches of the A24 (illegal street trading, forecourt sub-letting, and footway obstruction);
 - (r) investigate environmentally friendly anti-pigeon measures such as pottery owls, and discourage persistent pigeon feeders;
 - (s) organise an anti-litter campaign working with local schools and support the Junior Citizenship programme;
 - (t) organise at least two lunchtime seminars on themes of interest to local businesses;
 - (u) continue to develop the excellent relationship with partners including the Police, TfL, London Underground, TSD and Leisure and Amenity Services Department (LAS);
 - (v) invite tenders for the annual maintenance contract of www.tootinglife.com;
 - (w) support Tooting Business Network's faith events such as Diwali, Eid and Christmas, as well as events and theatre projects organised by other groups or organisations which are of benefit to the town centre;
 - (x) continue attempts to establish a panel of businesses to show quarterly trends in trade which can be used as a key performance indicator;
 - (y) review the Business Plan in late 2007 for the three year period 2008- 2011;
 - (z) continue to market and promote Tooting town centre and the Tooting Town Centre Partnership;
14. Tooting is now a very thriving town centre, but its further development is constrained by the lack of larger stores. A major priority is to attract new inward investment. This was the primary purpose of the Talking Tooting event on 28th March 2007. Possible development opportunities were presented to potential investors, as follows:-

	Site Address	Plans
(a)	79-89 Tooting High Street, SW17	Re-development of 6 shops and redevelopment for commercial and residential uses.
(b)	181-207 Tooting High Street, SW17	Re-development opportunity for residential, parking and commercial uses.
(c)	81-91 Upper Tooting Road, SW17	New mixed-use development.
(d)	862 Garratt Lane, SW17	Demolition of existing Public House for a new

		mixed-use scheme.
(e)	864-876 Garratt Lane, SW17	Demolition of existing buildings and erection of a three-storey building to provide 3 shop units and residential units.
(f)	120-124 Tooting High Street, SW17	Demolition of existing building and erection of a three-storey building to provide retail units and flats.
(g)	126-132 Tooting High Street, SW17	Erection of three retail/office units and residential units with associated parking and vehicular access.
(h)	130 Mitcham Road, SW17 (Leyland Site)	Demolition of existing building and construction of retail and residential units.
(i)	144 Tooting High Street, SW17	Erection of a five-storey building to provide a shop, flats and associated parking.
(j)	158-162 Tooting High Street, SW17	Demolition of existing garage building to provide a mixture of retail, business and flats.
(k)	5-11 Mitcham Road, SW17	Alterations including extensions to first and second floors and conversion to form 8 flats.

TOOTING TOWN CENTRE PARTNERSHIP MEMBERSHIP

15. The Tooting Town Centre Partnership has existed in one form or another for approximately 17 years, since the inception of the Tooting Initiative. The current Town Centre Manager has been in post since April 2000. There is a very strong Town Centre Partnership Board, which meets eleven times a year. In November 2003, the Partnership agreed to adopt a formal Constitution, which has led to a revision of membership. Membership currently stands at 15 which is the number required by the new Constitution. Current members are:-

Name	Organisation
Claire Clay (NEW)	Councillor, Furzedown Ward
Jas Daffu (NEW)	Budgens
Peter Dolan	The Castle Pub
Ann Dornier	Owner, McDonalds
Carol Hayton	Threshold Housing Association
Maurice Heaster	Councillor, Nightingale Ward
Patrick Lethaby	Wandsworth Chamber of Commerce
Hugh Lockhart-Ball (Chairman)	Rotary Club of Tooting
Michael Manning Prior	Wandsworth Youth Enterprise Centre
Yassin Nazir	Celebrations
Indrajit Patel	Tooting Business Network
Manish Patel (NEW)	Manager, Marks and Spencer
Belinda Randall (NEW)	Councillor, Graveney Ward
Inspector Lysander Strong (NEW)	Sector Inspector, Balham & Tooting
Marc Turner	Manager, Trident Business Centre

EXPENDITURE IN 2007/08

16. The table below details the proposed expenditure in 2007/08 to support the Partnership's proposed activities:-

Key projects	Estimated cost £
Website hosting and maintenance	3,750
Footfall counters – data management	736
Hanging baskets 2007	820
Pigeon feeding deterrents	300
Sundry marketing	1,000
Bike Week event	250
Lunchtime Seminars x 2	1,000
Taking forward investment projects	2,000
Supporting cultural and faith events	2,000
Notice board maintenance	200
Welcome shops at night campaign	500
Anti-litter campaign	500
Business Plan review	500
Urban Design Projects	1000
Total	<u>14,556</u>

COMMENTS OF THE DIRECTOR OF TECHNICAL SERVICES

- 17.

COMMENTS OF THE DIRECTOR OF FINANCE

18. The Council's financial and other support to the various initiatives outlined for 2007/08 in this report can be met from within existing approved budgets.

CONCLUSIONS

19. For over 17 years, the Tooting Town Centre Partnership Board has led improvements and innovations in Tooting. This report shows that further progress has been made in 2006/07. The priorities for 2007/08 are described in this report which would give the Board direction and guidance over the next year. In addition, the Partnership has reviewed its membership to help it develop the next three years business plan, in order to continue to ensure that Tooting becomes an even stronger town centre.

The Town Hall,
Wandsworth,
SW18 2PU.

Mike BROOK
Economic Development Officer

4th June 2007

Background Papers

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

1. Tooting Town Centre Business Plan 2005-08 - available from Audrey Helps
Tel. No 020 8682 3658 Email: ahelps@wandsworth.gov.uk

All reports to Overview and Scrutiny Committees, regulatory and other committees, the Executive and the full Council can be viewed on the Council's website (www.wandsworth.gov.uk/moderngov) unless the report was published before May 2001, in which case the Committee Secretary, Mr. M. Newton (020 8871 6006); email: mnewton@wandsworth.gov.uk can supply it if required.