



London Borough of Hammersmith & Fulham

**TRANSPORT, ENVIRONMENT & RESIDENTS SERVICES
SELECT COMMITTEE**

12th February 2013

TITLE OF REPORT; Westfield – A High Level Impact Assessment

Report of the Transport Technical services, Environment, leisure & Residents Services and Housing and Regeneration Departments

Report Status; Open

**For Scrutiny Review & Comment
Key Decision:** No

Wards Affected: Shepherds Bush Green

Accountable Executive Director: Nigel Pallace, Executive Director, Transport and Technical Services, Lyn Carpenter, Executive Director, Environment, Leisure and Residents Services and Melbourne Barrett, Executive Director of Housing and Regeneration

Report Author: Contributions from Environmental Health, Cleaner, Greener & Cultural Services, Safer Neighbourhoods, Economic Development, Learning & Skills, Transport Policy & Network Management

Contact Details: Gary Marson
Tel: 0208 753 2278
E-mail: gary.marson@lbhf.gov.uk

1. EXECUTIVE SUMMARY

- 1.1** Westfield London opened in October 2008 on a 45 acre site in Shepherds Bush. At the time of completion it was the largest inner city shopping centre in Europe and the development included provision of the new Wood Lane tube station, an overground station, bus terminus and the refurbishment of Shepherds Bush station. The Centre offers 1.6 million sq ft of retail space with nearly 400 shops and 69 eateries. It attracts over 2 million visitors per month and supports approximately 8,000 jobs. Planning consent was obtained in March 2012 to deliver a further 600,000 sq ft of retail and leisure expansion and over 1,500 new homes.
- 1.2** This report, commissioned at the request of the Select Committee, sets out to provide a summary of the impact of Westfield on the Borough across a range of issues including crime and disorder, transport, licensing, littering and street cleaning and the local economy.

2. RECOMMENDATIONS

- 2.1** That the Committee considers whether it wishes to make any recommendations in respect of the report or commission a more detailed review on any individual aspects arising.

3. CRIME AND DISORDER

3.1 Offences within the Westfield boundary

Between Westfield opening on 30th October 2008 and March 2012 offences within the Westfield boundary have accounted for 5.7% of total crime in the borough. In the financial year 2011/12 there were 1406 reported crimes within the Westfield boundary, equating to 6% of total crimes in the borough.

Table A details the crime count for 2011/12 for both Westfield and the borough as a whole, broken down by major crime category. Table B shows a similar comparison broken down by minor crime types

TABLE A – Count of crime in LBH&F and Westfield 2011/12, broken down by major crime types

Major Crime Category	LBH&F total	Westfield total	% of LBH&F	% of Westfield
Violence Against the Person total	4345	82	2%	6%
Sexual offences total	203	4	2%	0%
Robbery total	788	26	3%	2%
Burglary total	2323	12	1%	1%
Theft and handling total	11246	1146	10%	82%
Fraud or Forgery total	808	70	9%	5%
Criminal damage total	1746	16	1%	1%
Drugs total	1586	20	1%	1%
Other notifiable offences total	381	21	6%	1%
GRAND TOTAL	23426	1406	6%	-

% of LBHF column shows the percentage of LBHF crimes occurring within the Westfield boundary.

% of Westfield shows what percentage of offences within Westfield come from that category

82% of all crimes in Westfield were theft or handling offences, accounting for 10% of the total theft and handling offences in the borough. The next highest volume of offences was violence against the person (6% of Westfield crime, 2% of H&F total). The other offence type within Westfield that had a significant impact on borough crime was fraud and forgery (5% of Westfield crime, 9% of borough total)

TABLE B – Count of crime in LBH&F and Westfield 2011/12, broken down by minor crime types

Minor Crime Category	LBH&F total	Westfield total	% of LBH&F	% of Westfield
Theft from shops	1789	509	28%	36%
Other theft	3441	443	13%	32%
Theft person	1226	110	9%	8%
Theft/taking of pedal cycles	1222	58	5%	4%
Other fraud and forgery	280	48	17%	3%
Common assault	1195	39	3%	3%
Personal property	751	26	3%	2%
Harassment	1383	25	2%	2%
Counted per victim	528	22	4%	2%
Possession of drugs	1461	19	1%	1%
Going equipped	83	13	16%	1%
Theft from motor vehicle	2600	13	1%	1%
Burglary in other dwellings	693	12	2%	1%
ABH	1275	11	1%	1%

% of LBHF column shows the percentage of LBHF crimes occurring within the Westfield boundary.

% of Westfield shows what percentage of offences within Westfield come from that category

In 2011/12, theft from shops accounted for 36% of all crimes in Westfield and 28% of all theft from shops offences in the borough. This, along with other theft and theft person offences, make up 40% of all crimes within Westfield (533 total offences). Although accounting for only 3% of Westfield crime, 17% of the borough total of other fraud and forgery offences takes place within the centre.

3.2 Impact on the Shepherds Bush area (excluding Westfield)

The development of a major shopping venue has led to an increase in the number of people visiting Shepherds Bush. It would be expected that such a change could lead to an increase in offending rising within the surrounding area as a greater number of potential victims are coming to the area, as well as the centre attracting organised criminals such as shoplifters and pickpockets. Indeed the opening of Westfield coincided with an increase in the number of shoplifting and pickpocketing offences in the Shepherds Bush area, even when not taking into account the offences committed within the centre.

Overall crime in Shepherds Bush ward increased in the immediate aftermath of the centre opening, but is currently on a downward trend. The crimes which have risen and stayed at higher levels included other theft, shoplifting, pickpocketing and pedal cycle theft. Table C details the total offences on the ward.

TABLE C – Total offences in Shepherds Bush Green ward, 2006/07 – 2011/12

Year	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Total Crime	2130	2267	2769	3387	4108	3982

Tables D & E shows the number of crimes recorded by the British Transport Police at tube stations close to Westfield before and after the centre opened

TABLE D – Total number of BTP recorded offences

Station	2005/06	06/07	07/08	08/09	09/10	10/11	11/12
Shepherds Bush Market	61	68	53	70	125	53	39
White City	123	129	118	106	114	86	52
Shepherds Bush	144	216	107	103	239	151	157
Wood Lane*	0	0	0	8	12	8	6

*Wood Lane station opened in October 2008

TABLE E – Average offences per month recorded by BTP*

Station	2005/06	06/07	07/08	08/09	09/10	10/11	11/12
Shepherds Bush Market	5	6	4	6	10	4	3
White City	10	11	10	9	20	7	4
Shepherds Bush	12	18	11	17	20	13	13
Wood Lane	0	0	0	1	1	1	1

*Adjusted to reflect Shepherds Bush station being closed between Feb 2008 and Sept 2008

There were increases in offending recorded in the year immediately after Westfield opened, but these levels have dropped to similar or lower levels to those before the centre opened subsequently.

3.3 Borough Crime Level Impact

LBH&F has proportionately the 4th highest crime rate in London. If Westfield crimes were to be excluded LBH&F would rank 6th. The most significant Westfield related offences which affect the boroughs rank are other fraud and

forgery (H&F rank 9th in London with Westfield offences included, 17th without), theft person (7th in London with Westfield offences, 10th without) and other theft (6th with Westfield offences, 9th without). It is not possible to calculate how many of these offences would have been displaced to other parts of the borough had Westfield not opened.

Prior to the opening of Westfield the number of recorded crimes in the borough was experiencing a long term downward trend. In 2009/10 there was a slight decrease in the number of recorded offences compared to the previous year, followed by an increase in 2010/11. The full year figures for 2011/12 showed a decrease to a similar level of offending as existed before the centre opened.

TABLE F – Total offences in LBH&F, 2006/07 – 2011/12

Year	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Total Crime	25245	23247	22937	22867	24176	23404

3.4 Policing & Security at Westfield

Many of the potential negative impacts on crime levels have been mitigated by policing and security at and around the site.

The security for the centre as a whole is managed by a head of security, operational manager, shift manager, watch project manager and supervisor. Underneath this structure is a day shift of 13 security staff (12 in uniform, one plain clothes) in the daytime and five security staff and one dog handler at night. The centre itself is covered by a network of over 800 CCTV cameras linked to a central control room

Shepherds Bush ward itself is a significant challenge in terms of policing and crime, and the area has benefitted from an enhanced Safer Neighbourhood Team, funded by the council since April 2007. The original establishment of the SNT was one inspector, five sergeants, ten constables and 15 PCSOs, operating on a 24/7 rota. Since then the SNT have been reviewed and the establishment changed to one inspector, two sergeants, 18 constables and three PCSOs, which has increased the number of warranted officers from 16 to 21.

In addition, a Westfield funded Safer Neighbourhood Team, made up of one sergeant and five constables came into operation in January 2011. The full year figures following their introduction showed significant decreases in levels of offending.

4. ENVIRONMENTAL HEALTH

4.1 Introduction

Development at Westfield London started in 2003 and the centre opened on 30 October 2008. It is built over 45 acres of land and when opened was the largest inner city shopping centre in Europe. It is surrounded by residential streets and at the time was the largest development taking place in the borough. There are 389 stores with approximately 100 registered for food hygiene purposes.

4.2 Construction

A new tube station (Wood Lane), overground station, bus terminus and refurbishment of Shepherd's Bush station all took place during the build of Westfield London. Initially works took place during 8am to 6pm Monday to Friday and 8am to 1pm Saturday but 24 hour working occurred during the latter stages of the build. Agreement was reached with LBHF that any noisy works would not take place outside the core hours above. Following complaints from residents and failure to adhere to this agreement resulted in a section 60 notice under the Control of Pollution Act 1974 being served to formally restrict the hours that noisy works could occur.

4.3 Post construction

A total of 56 complaints have been received by the Environmental Protection Service since the centre opened. Complaints have varied between noise from further building works to light nuisance. However through joint working between Westfield and officers from LBHF, measures have been put in place to address some of the recurring issues which are common with a development of such size and in close proximity to residential premises. These are maintenance works to external structure, and early morning opening for sales. In the summer of 2009 an out of hours work protocol was agreed. Westfield uses this to notify the Council, residents and other relevant parties of any works planned to be done outside of the normal hours and to ensure that all reasonably practicable control measures are taken to mitigate environmental impact of any noise arising from those works.

Following complaints about customers parking in Macfarlane Road who were attending the early morning opening of NEXT (store) sale during the Centre's first Christmas period, a number of control measures were put in place to prevent any impact upon the local residents from a 5am start.

- McFarlane Road was stewarded to prevent non residents parking
- All customer queuing taking place inside the centre
- Litter patrol around the centre including McFarlane Road
- Centre car park opening 60 minutes before retail premises open
- Retailer to provide staff parking for all arriving before tube service starts

Residents are encouraged in the first instance to contact the Westfield public relations team to enable them to quickly address issues with residents directly

In 2012 Environmental Protection received two complaints about noise. One related to plant noise arising from one of the restaurants resulting in works being carried out to provide an acoustic enclosure. The second related to generator noise powering machinery in the designer village area.

4.4 Westfield Shopping - Licensing

There are currently 63 premises within the Westfield Shopping Centre that hold a premises licence. The majority of premises that hold a licence for the sale of alcohol have a licensing condition, specifying that substantial food and soft drinks must be provided at any time when alcohol is sold. There is only one

premises currently operating as a public house, although it does also provide food.

A small number of premises hold a licence for the off-sale of alcohol. Generally, there is good mix of high street chain premises as well as more exclusive premises located in the village area of the centre.

Given the good management of the centre and the nature and mix of the premises located there, there have been a low number of complaints and little enforcement action has been necessary.

The low number of complaints is most likely attributable to the in-house security of the Westfield centre. Every business unit is covered by an extensive CCTV system and there is only one licensed premises which offers a vertical drinking environment. The public house is a member of the Shepherds Bush Pub Watch. They have hosted a number of the meetings and a member of staff is always in attendance at other meetings throughout the year.

The majority of warning issued to units within the centre have related to licences not being correctly displayed. Theft of personal items has been identified as the most common crime attributable to licensed premises within the shopping complex.

In addition to licences held by individual business units, Westfield also has a premises licence which covers the communal shopping area. On several occasions throughout the year, Westfield host promotional/launch events with some well known celebrities which often include licensable regulated entertainment activities, such as live amplified music and the performance of dance. The premises licence is in place to regulate these type of events and help ensure public safety.

4.5 Shepherd's Bush Cumulative Impact Policy

After public consultation, in June 2011 the Council introduced a Cumulative Impact Policy (CIP) to control the adverse impact of a concentration of licensed premises in the Shepherd's Bush area. The Westfield centre is located just outside the northern boundary of the CIP zone. During the twelve week consultation about the CIP area there were no comments which concerned any of the licensed premises within Westfield or Westfield itself.

The nature of licensed premises within the centre (99% food led) in combination with effective in house security and CCTV systems has led to a very low number of complaints about licensed premises. It is likely that if the same number of licensed premises (63) were not located within the confines of the centre more complaints would be received.

5. TRANSPORT

5.1 Travel predictions

There were two significant planning applications (1997 and 2006) that assessed how visitors would travel to Westfield. The first predicted 47% would drive based on other local retail offers and the second 42% based on car ownership

and traffic trends across London. The table below shows the modal split of the two predictions against the actual travel modes based on a shopper survey in 2010.

Mode	1997 (phase 1)	2006 (mezzanine)	2010
Car	47%	42%	40%
Rail	35%	36%	34.5%
Bus	9%	15%	16%
Walk/cycle	9%	6%	9.5%
Total	100%	99%*	100%

In this table modes are aggregated together in that car covers car driver, car passenger and taxi, rail covers train and tube, bus covers bus and taxi and walk/cycle are combined. The disaggregated data from the 2010 survey is shown in the table below. These mode share were replicated in a larger survey carried out by Westfield to support their northern expansion.

Mode	Number of respondents	Mode share
Car driver	73	36.5%
Car passenger	4	2%
Train	24	12%
Tube	45	22.5%
Bus	28	14%
Cycle	1	0.5%
Walk	18	9%
Taxi	3	1.5%
Coach	4	2%
Total	200	100%

The rail and walk/cycle modes are as predicted, however the car mode has reduced and the bus mode increased by a similar figure of 7%. However despite this Westfield's annual visitor numbers are higher than predicted and as a result the traffic impact on the local and strategic network is considered to be comparable to that tested at the application stage.

5.2 New Transport Infrastructure

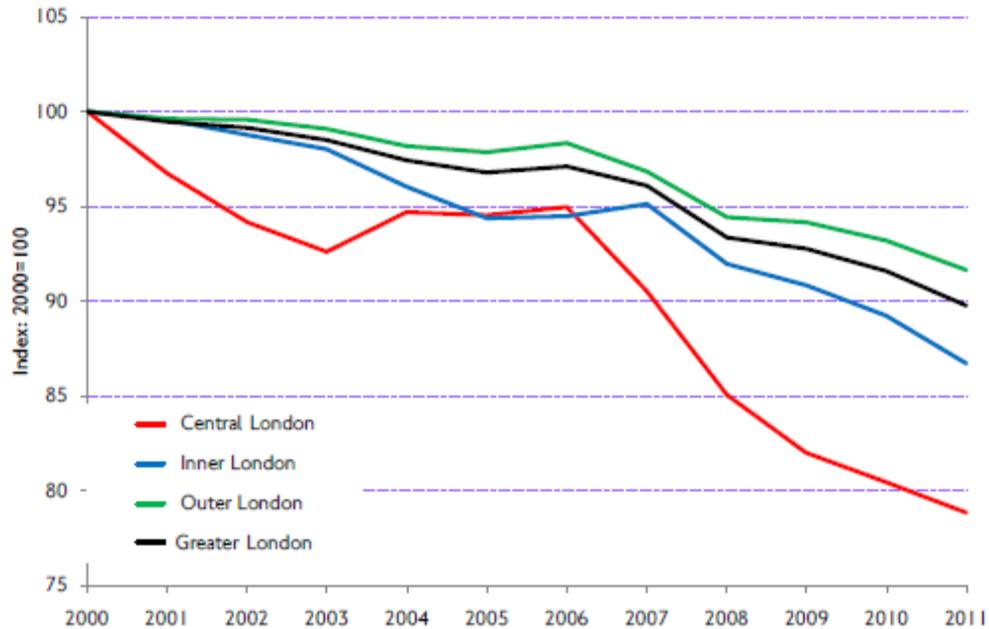
There was a significant amount of transport infrastructure delivered through section 106 agreements as part of numerous planning applications to meet the predicted demand generated from the development. Below is a summary of the infrastructure delivered by both the Council, TfL and Westfield totalling over £100m

- Shepherds Bush tube station upgrade and new station at Wood Lane
- new overground station at Shepherds Bush and service enhancements
- two new bus stations (norther and southern interchange)
- new bus routes, route extensions and service enhancements
- local junction improvements
- local streetscape improvements
- 500+ cycle parking spaces

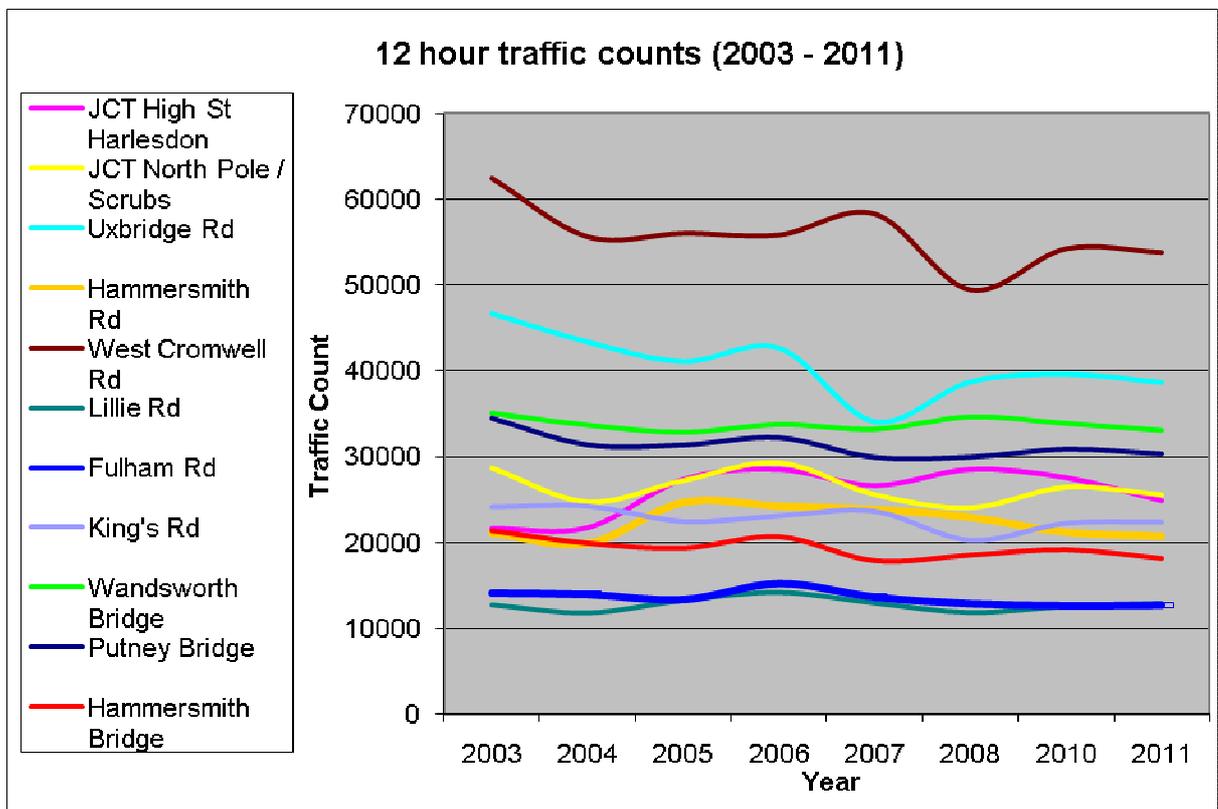
The public transport improvements have been very successful with continuing and substantial increases in patronage. This is considered to be one of the many factors that has led to actual car mode share being lower than that predicted.

5.3 Traffic trends

Over the last ten years there has been a general downward trend in car ownership and car use in London. The graph below shows the decline in the various areas of London.



This strategic reduction has been replicated in local traffic counts carried out by the borough on key routes, as shown in the graph below. Despite this reduction in strategic and local traffic congestion has not decreased along the same trajectory mostly as a result of the reduction in available road space. Road space becomes unavailable for a variety of reasons as set out in the next paragraph.



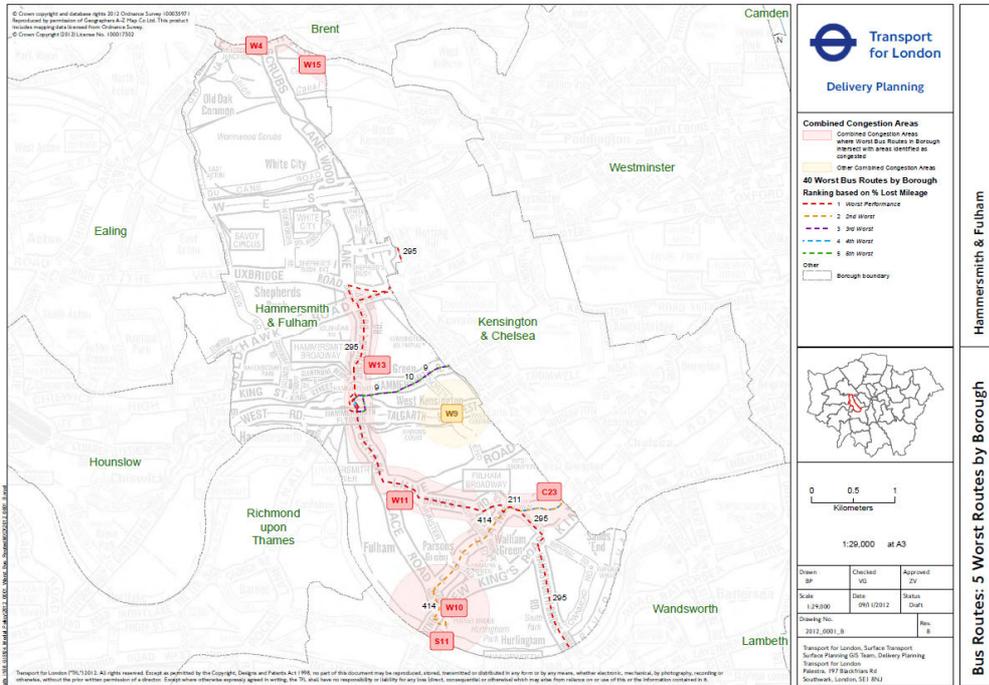
5.4 Current Borough Congestion Hotspots

London has around 20 per cent of the UK's traffic congestion. This is estimated to cost the Capital's economy at least £2 billion a year. In 2009/2010, TfL recorded the main causes of congestion as:

- Collisions – 28%
- Spillages and traffic volume – 21%
- Highway authority work – 19%
- Utility works – 19%
- Vehicle breakdowns – 9%
- Special Events – 4%

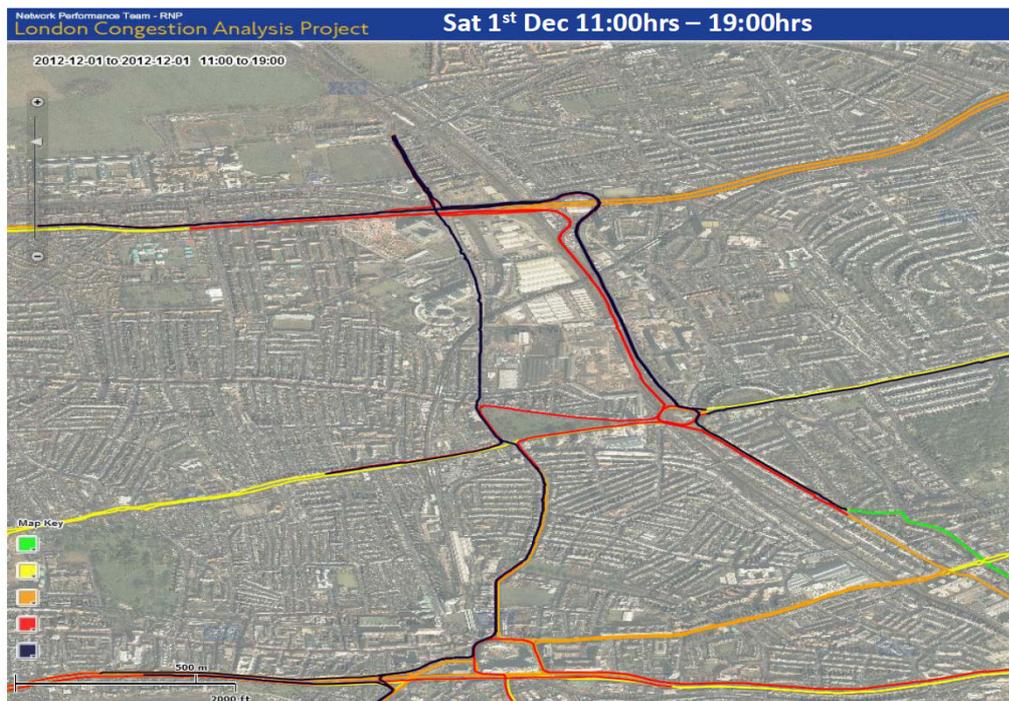
The image below shows the current areas of congestion in the borough (the red circles) and the five worst performing bus routes in the borough (the dotted lines). Rather unsurprisingly the congestion is concentrated on the limited number of north-south routes in the borough and more prevalent in the south of the borough than the north. There are areas of congestion and poor performing bus services along Shepherds Bush Green that could be caused by the Westfield development however given the many other factors that lead to congestion it is difficult to disaggregate them.

TfL continually monitor and actively manage traffic in London through their ability to alter traffic signal timings in response to events that affect traffic movement (as set out above). TfL manage the London Traffic Information System (LITS) which sends out information to a wide range of stakeholders when congestion reaches certain severities in certain locations.



With specific reference to the White City area TfL have notified stakeholders that congestion had reached a specific level on 38 occasions since the Centre was opened in October 2008 (63 months). On nine occasions the congestion reached severe levels which mostly relates to Boxing Day sales and 'special shopping events', six occasions of serious congestion and twenty three occasions of moderate congestion.

One of the most recent occasions where the congestion reached severe levels was on Saturday 1 December 2012. On this weekend Westfield offered free parking which alongside a number of other events was considered to be the cause of this congestion. Below is an image taken from a TfL software package that shows the extent and severity of the congestion on this particular day.



6. PARKING

6.1 Context and initial consultations

On 30th October 2008, Westfield shopping centre opened to the public, with an on-site car park that had a capacity for 4,500 vehicles. The car park initially charged a rate of £2 per hour, which increased for stays of longer duration. No additional concession was offered in respect of vehicles displaying blue badges.

As a result, following the initial opening of Westfield some visitors chose to park in local streets rather than in the on-site car park. There was also a marked increase in the number of visiting vehicles displaying blue badges as they were able to park in the shared-use bays on-street without charge. Many residents informed the Council that this was severely increasing parking stress in their street, especially in Macfarlane Road and Hopgood Street which are located closest to the Wood Lane entrance of Westfield.

In direct response to residents concerns the Council extended parking controls to include Sundays into Zone G on Sunday 30 November 2008, where previously they operated Monday to Saturday. The operational hours of Zone G became Monday to Sunday, 9am to 8pm with permit holder only hours from Monday to Sunday, 6.30pm to 8pm and Saturday to Sunday, 2pm to 4pm.

In January 2009 a consultation was carried out with eight controlled parking zones that were identified as potentially having been affected by Westfield shopper parking. These zones were B, C, CC, G, J, K, O and some streets of Zone N (as indicated by the map in Appendix 1). The consultation was sent to all residents and businesses within the eight zones, with the aim to identifying which zones needed to be consulted on a full review of parking controls as a result of the opening of Westfield.

The aim of the consultation was to ascertain the extent of the effects of Westfield shopper parking on the local area and following analysis of the consultation. Based on responses from residents and businesses it was recommended that further in-depth consultations should be carried out in Controlled Parking Zones G and J.

6.2 Reviews of Controlled Parking Zone G

Residents and businesses of Controlled Parking Zone G were consulted on parking restrictions in July 2009. The results of the consultation indicated that 68.5% of respondents were in favour of a 1 hour maximum stay. The overall response rate was 14.5%. As a result, a one hour maximum stay was introduced in all Zone G shared-use parking bays in December 2009.

Respondents from Macfarlane Road made up 22% of the total respondents and over 90% of them asked for a permit holder only parking arrangement to be implemented in their road, which was subsequently implemented along with some pay and display only bays in Hopgood Street and Macfarlane Road in December 2009. This arrangement is unique in the borough due to the unique nature of the parking issues affecting Macfarlane Road and Hopgood Street.

Following these changes in Zone G, the Council received representations from Shepherd's Bush Market traders and other local businesses, who felt that the one hour maximum pay & display stay periods had an adverse impact on their trade since their visitors were not able to park for the time required. Therefore, in February 2011 the Council consulted all residents and businesses in Zone G on the optional extension of the current one-hour maximum stay controls to a two hour maximum stay control in shared use bays only, from Monday to Sunday, 9am to 10pm.

As a result, the maximum stay period in all shared use bays in Controlled Parking Zone G were extended from 1 to 2 hours maximum stay from Monday 23 May 2011.

6.3 Blue badge parking in Macfarlane Road & Hopgood Street

In order to reduce parking pressures in Macfarlane Road and Hopgood Street, all existing shared-use bays were re-designated to either permit-only parking or pay & display spaces, thereby removing the provision for blue badge holders who are not resident in the road from parking in the permit-holder only bays. As blue badge users are not allowed to casual park in resident-only spaces this reduced the parking stress on Macfarlane road and Hopgood Street and gave residents and their visitors priority. HAFAD (Hammersmith & Fulham Action on Disability) was consulted on this change and raised no objections.

Macfarlane Road and Hopgood Street residents or their visitors who have a blue badge continue to park for free in the permit-holder only bays provided they display a valid Smart Visitor Permit (SVP).

6.4 Hopgood Street and Macfarlane Road road closure consultation

Even though parking issues on Macfarlane Road were largely addressed, residents of Macfarlane Road and Hopgood Street were concerned about the number of vehicles passing through Macfarlane Road via Uxbridge Road and Wood Lane thereby contributing to congestion and obstruction.

Over the Christmas period in 2010 and 2011, the Council closed access to Macfarlane Road for non-residents at the behest of residents. Some residents had expressed support for these closures to be made a permanent feature, at one of its two entrances from Wood Lane.

As a result, In July 2012, the Council consulted residents of Macfarlane Road, Hopgood Street and the immediate surrounding area on some options that were suggested to reduce the volume and/or impact of traffic on these residential streets. These options included the suggestion of a point closure or a banned left turn for vehicles travelling north along Hopgood Street.

The consultation highlighted the pros and cons of each option. 6.6% of all of those consulted responded, of which 73.5% were opposed to any change to the current traffic management arrangements. On this basis, the Council maintained the traffic management arrangements unchanged.

6.5 Additional facilities for business visitors on Goldhawk Road

In 2011 businesses between Shepherds Bush Green and Goldhawk Road underground station petitioned the Council on the introduction of short stay shopper bays on Goldhawk Road. The Council then consulted Transport for London and the London Bus Priority Network on the possible introduction of these bays in bus lanes during off peak hours.

Following this consultation, and after carrying out traffic and road safety reviews, the Council implemented a 17 discounted pay & display only 40 pence per hour bays along Goldhawk Road. These encourage a high turn over of visitors.

The bays were introduced to support local businesses by encouraging 'stop and shop' customers. The bays are available outside of the peak traffic hours (Monday to Saturday 10am – 4pm) to allow the free flow of traffic up and down Goldhawk Road. Outside of these hours waiting and loading restrictions continue to operate.

6.6 Review of Controlled Parking Zones B, C and CC

With many visitors to Westfield parking in residential areas, in 2012 local residents of CPZs B and C had asked the council to consider introducing longer controlled hours in zones B and C, together with a possible reduction in maximum parking stay period for visitors in order to reduce visitors parking on residential streets.

As a result, in January-February 2012, the council consulted residents and businesses of these two Zones on whether they would like parking controls extended from Monday - Friday, 9am to 6pm, to Monday -Sunday, 9am to 8pm. Residents and businesses were also asked if the council should introduce a maximum two hour stay for pay and display. The proposals included free parking for residents visitors on Sundays using the Smart Visitor Permit.

6,074 leaflets were sent out and 675 people responded. Of that number, only 154 were in favour of extending the controls. Due to the overall lack of support the council did not extend the parking controls in Zone B & C as a whole.

However, a number of residents from Richmond Way were in favour of extending the controls.

As a result, the controls on the part of Richmond Way, between Addison Gardens and Bolingbroke Road were extended to 9am to 8pm Monday to Sunday with a two hour maximum stay and free parking for Smart Visitor Permit holders on a Sunday. This area was incorporated into zone CC in October 2012.

6.7 Review of Controlled Parking Zone J

The Council has carried out two full parking zone reviews in Zone J in recent years; Following an initial parking consultation in July 2009 the Council re-

consulted residents and businesses of Zone J in September 2010 (area indicated in Appendix 1). The aim of the consultations was to present options to counteract any possible adverse impact from Westfield parking as well as QPR match day parking on the local area.

In July 2009 a consultation was sent out to all 4710 premises of Zone J. 4710 leaflets were sent out and 390 responses were received, giving a total response rate from the Residents and Businesses of Zone J of 8.3%.

As indicated in the table below, the results from the CPZ J consultation indicated that the majority of respondents wanted the days & times of operation for the zone to remain unchanged.

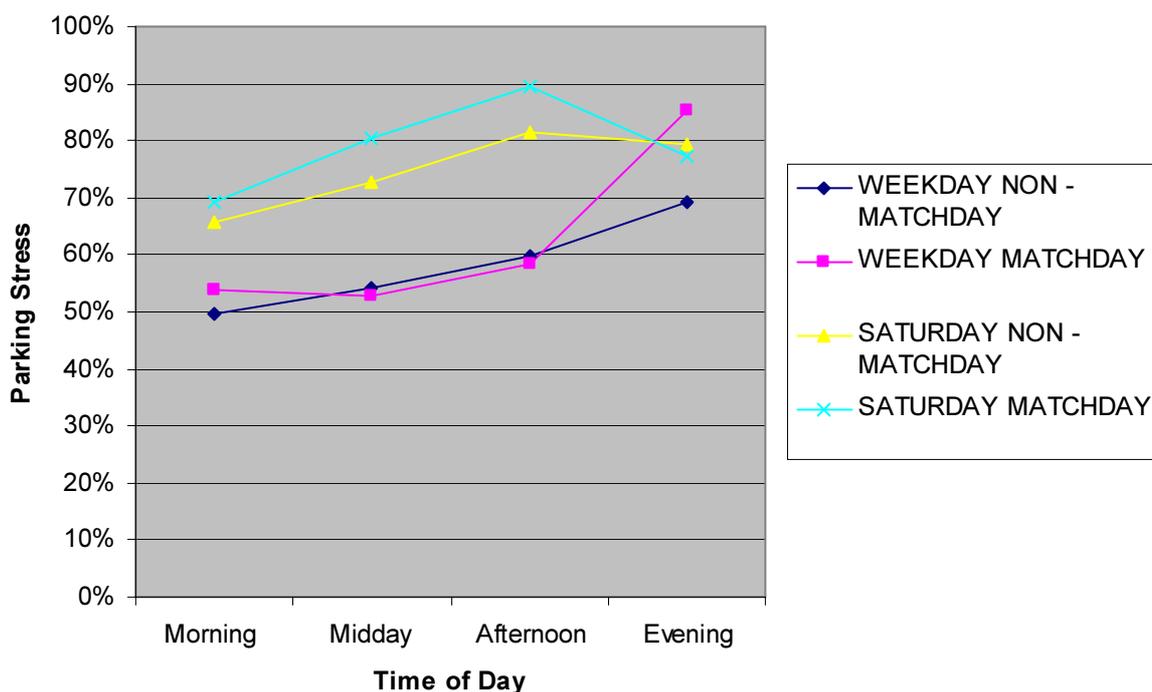
Response to questions from consultation	YES	NO
Your current control times are Monday – Friday 9.00am – 5.00pm, would you be in favour of these controls being extended?	43%	57%
Should we introduce Saturday controlled hours?	48%	52%
Should we introduce Sunday controls?	26%	74%
Do you want a shorter maximum stay for pay & display parking in your street? (Would not adversely impact residential visitors using Smart Visitor Permit)	42%	58%
Would you like the pay & display tariff to increase to £2.40 per hour?	31%	69%
Some traders have asked for the introduction of one hour maximum pay & display only bays. These bays would be available to pay & display visitors only and not to permit holders. Would you be in favour of introducing these bays?	46%	54%

Due to the fact that during this consultation a group had circulated literature encouraging residents to vote against the proposals some residents lobbied the Council to carry out another consultation.

Prior to the second consultation in Zone J, In March 2010 parking stress surveys were carried out throughout CPZ J. These surveys took place over four days and included two weekdays and two Saturdays, with one of each of these being a match day.

The graph below shows the parking stress (ratio of demand to supply) throughout CPZ J during non match days and match days. There are currently no parking restrictions in place on Saturdays and Sundays in CPZ J.

Figure 4 - Zone J Parking Stress



Results are summarised below.

Weekdays

- **Non-matchdays** : Parking stress ranged between 47% and 83% on weekday non-match days. The highest stress was recorded on Coverdale Road and Warbeck Road which could be due to the close proximity of Westfield and the longer controlled hours in CPZ G resulting in overspill effects;
- **Matchdays** : During the week matchdays increase the stress by 12% north of Uxbridge Road and 19% south of Uxbridge Road compared to a normal weekday evening.

Saturdays

- **Non-matchdays** : Saturday Parking on a non match day ranged from 60% - 95%. During the afternoon three quarters of the zone has 90% or higher parking stress;
- **Matchdays** : During a Saturday match day parking stress ranged from 68% - 101% around the game kick off time. These areas are located both north and south of the Uxbridge Road;

On average, the parking stress on Saturday match days was recorded as 10% higher than on a non match day Saturday during the afternoon.

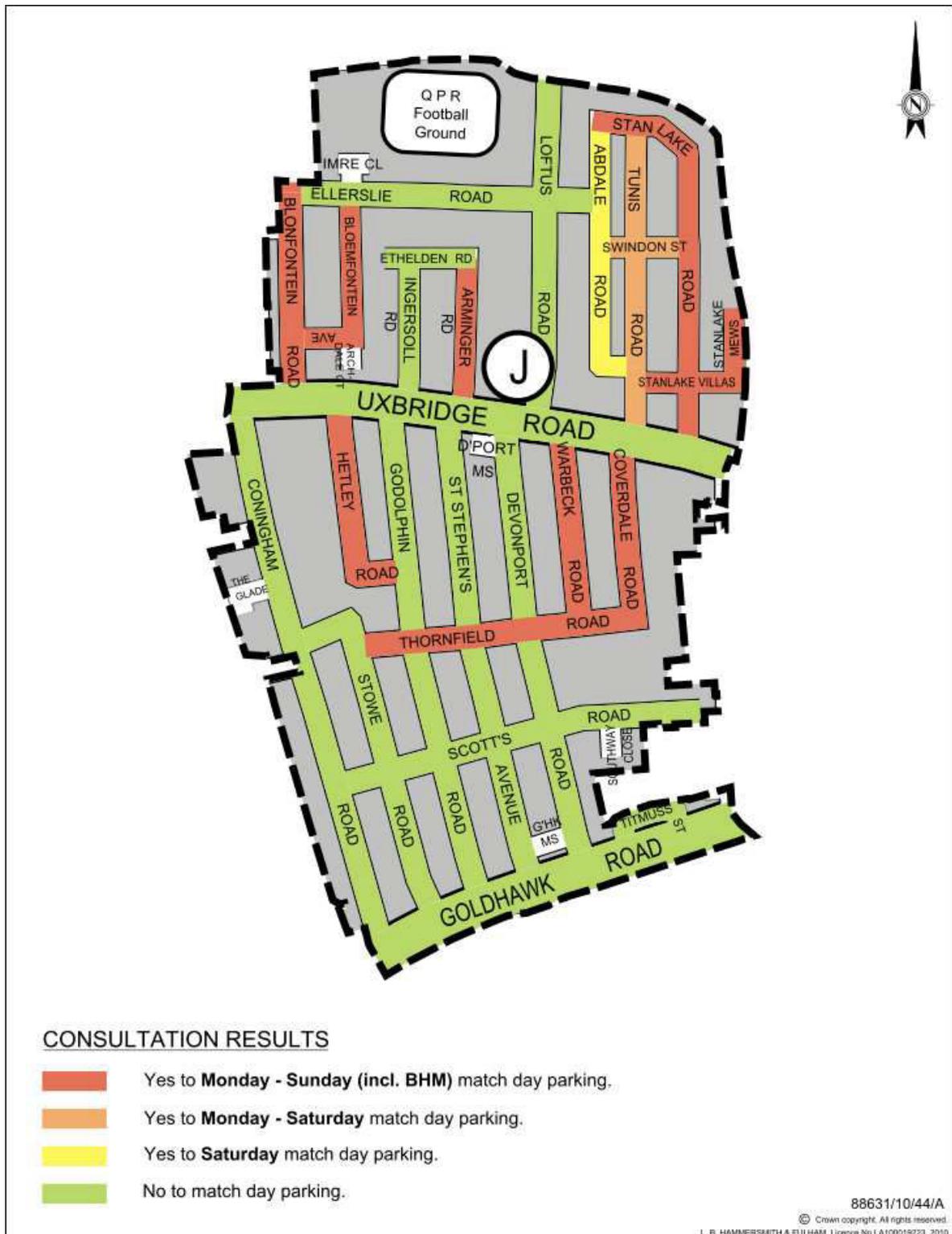
As a result, in Sept 2010 a further consultation was carried out with residents and businesses of Zone J, this time including proposals for extended parking for match day controls as well. A response rate of 15% was returned, with nearly a quarter (24%) being submitted online.

The options given in the consultation document included possible changes to the existing hours of control on weekdays and weekends, as well as the possible introduction of additional parking controls on football match days and the limiting of maximum stay periods for pay and display visitors. Advantages and disadvantages of each option was provided in the consultation document in order to help residents and businesses make an informed decision.

Overall, results from this second Zone J consultation indicated that an even greater majority of respondents wanted the days & times of operation for the zone to remain unchanged than in the previous consultation, as indicated in the table below.

General zone questions	YES	NO
Your current controlled hours are Monday to Friday 9am to 5pm. Would you be in favour of these times being extended on all week days?	30%	70%
Would you be in favour of introducing controlled parking hours on all Saturdays?	32%	68%
Would you be in favour of introducing controlled parking hours on all Sundays?	22%	78%
Would you like the maximum pay and display to be:		
2 hours	16%	
4 hours	14%	
Kept at 8 hours	70%	
Match day options	YES	NO
Would you like us to introduce these controls for weekday match days?	44%	56%
Would you like us to introduce these controls on Saturday match days?	46%	54%
Would you like us to introduce controls on Sunday and bank holiday Monday match days?	40%	60%

Closer analysis of individual streets as indicated in the plan below showed that there were areas within CPZ J where there was a clear majority in favour of implementing additional controlled parking hours during the week and on match days, however, it was not practical to introduce these controls just on these streets due to the nature of parking controls within a CPZ.



In January 2013, the Council held a meeting with some residents of Zone J in order to address continued concerns that have been raised since the 2010 parking consultation. The Council is committed to carrying out a further parking consultation in Summer 2013, incorporating proposals that have been suggested by residents at the meeting.

7. ECONOMIC IMPACT

7.1 Introduction

Westfield London continues to provide a positive economic impact on job availability, local business profitability, and in addition acts as a further investment magnet for the local area. The negative impact of Westfield London is hard to disaggregate between its arrival in the area and a parallel with a general economic downturn; as shopping areas and town centres beyond Shepherds Bush are experiencing rising vacancy rates, a reduction in footfall and a subsequent decrease in consumer spending.

7.2 Employment at Westfield London

Westfield London have received planning approval in March 2012 to deliver a further 600,000 sq. ft. retail and leisure expansion [550,000 sq. retail and 50,000sq ft. catering] and over 1,500 new homes. This will also bring substantial job opportunities and Westfield have pledged to provide an additional 233 apprentice opportunities as part of the new development.

Westfield London is one of the largest shopping centres in Europe and has added approximately 8,000 jobs to the economy. The majority of those working in the centre are employed in retail, with the second biggest occupation group being catering. Around one-in-ten work directly for Westfield London and, together with the services it contracts, occupations include centre management, facilities management, concierge and security.

7.3 London Living Plan

In 2007, Westfield London was the one of the first signatories of the London Living Wage, setting a minimum wage higher than the national minimum wage.

Gender diversity

Female c. 4,160 52%

Male c. 3,848 48%

Workforce by age (%)

55-64 – 1%

45-54 – 3%

35-44 – 9%

25-34 – 45%

16-24 – 42%

7.4 Supporting local employment

13% of employees are Hammersmith & Fulham residents, which equates to over 1,000 employees from the borough, which is in line with projections based on other retail destinations.

41% of employees live within the six Boroughs of Hammersmith & Fulham, Kensington & Chelsea, Ealing, Brent, Hounslow and Westminster.

55% of employees live within the 12 boroughs of West London.

7.5 Addressing unemployment

A quarter of Westfield London employees were unemployed before getting their jobs. This means that approximately 1,920 previously unemployed people have found work at Westfield London.

Nearly a third of 16-24 year old employees were unemployed before starting their jobs at Westfield London. This equates to 1120 young people finding employment.

Approximately 320 employees had been out of work for over a year before securing their jobs at Westfield London.

7.6 Work Zone

Work Zone is the council's recruitment and skills training centre that was officially opened in September 2009 to help residents to secure employment opportunities, with a focus on the White City Opportunity Area. This facility is provided as part of a S106 gain and enjoys the support of seconded staff from Job Centre Plus and Ealing, Hammersmith & West London College.

To date, it has successfully placed 698 people into jobs, has worked with over 150 employers and trained 357 people in sector based training leading to job opportunities.

Additionally, information advice and guidance has been delivered to over 1,469 people with CV support and job search coaching for interviews.

This success has been achieved through joint delivery with its stakeholders namely Jobcentre Plus, Ealing Hammersmith & West London College, Westfield London and Tendis.

7.7 Apprenticeships

An apprenticeship programme has been agreed between WorkZone and Westfield London with the training provider Apprentice1st. Apprenticeships in retail, hospitality and catering, with potentially some business administration and customer services posts will be available from early 2013. The Apprentice1st Team is operating as part of the WorkZone Team and engaging with employers and young people under our brand.

Employer engagement activity has started from January 2013 with an expected cohort of 120 apprentices by the end of December 2013. Young people will be

drawn from Hammersmith and Fulham communities with a particular emphasis on local estates such as White City.

7.8 Westfield London Jobs & Training Advisory Panel

The Westfield London Jobs & Training Advisory Panel was established in 2012 to inform Westfield London's efforts to support local employment and training opportunities.

The panel includes representation from businesses, the third sector, residents, the public sector and schools: Catch 22, Hammersmith & Fulham Council, Jamie's Italian, Job Centre Plus, The Phoenix Canberra Schools Federation, The Prince's Trust, TM Lewin, The White City Residents Association, Waitrose, Westfield London, Work Zone, SPEAR.

7.9 Impact on local trade and spending

- The current vacancy rate in Shepherds Bush is 6.8%. This is extremely low in view of the current economic climate and in comparison to the London rate of 10.1% (Source: Local Data Company)
- Londis, Tesco Metro and Sainsbury Local have each opened secondary outlets in Shepherds Bush town centre, bringing further jobs and spend to the area.
- Westfield's footfall is over 51m as of September 2012 which is over 2m per month, which places Westfield London firmly on the tourist map with up to 30 per cent of footfall coming from tourists. Westfield London produces events that attract high visitor numbers with high volume spend e.g. Vogue's Fashion Night. This helps to bring customer spending and footfall to the whole area.
- Prior to the opening of Westfield London in 2008, a number of local retailers and businesses were concerned that the development would negatively affect their business in terms of lost customers and sales. Such concerns have proved unfounded with increased footfall and a positive sales impact i.e. West 12 shopping centre have reported an 11% increase in footfall year on year. (11/12). Also, they have been able to secure three long term lettings including Poundland which is very attractive to their 'family value' market.

7.10 Impact on retailing and retail centres in the rest of the Borough beyond the White City Opportunity Area (WCOA)

Hammersmith

Westfield Shopping Centre makes Shepherd's Bush four times larger than most other District centres and equivalent to a Metropolitan centre. Hammersmith town centre has faced and still faces considerable competition from Shepherd's Bush particularly since the opening of Westfield shopping centre.

Hammersmith town centre needs investment to address the quantities need for retail floorspace, improve the shopping offer and to upgrade the appearance of rundown and/or underused parts of the town.

Hammersmith has been affected by competition from the Westfield and has not benefited from the significant funding that Shepherds Bush has enjoyed from 106 gains at Westfield. The main challenge for the area now is the need for

regeneration and better utilisation of sites within the town centre to ensure the continued provision of a wide range of high quality retailing, and other leisure facilities.

Whilst there is no measurable impact on the office sector in Hammersmith from Westfield, it is important to maintain Hammersmith's status as a primary office location

Fulham

The impact on retailing in Fulham town centre is imperceptible. Fulham is a traditional town centre which offers a mix local shopping and services. It's strength is its reputation as a strong leisure, night time economy with its mix of bars and restaurants, sport and a 9 screen digital cinema. The town centre itself is not regarded as a retail destination so it is not in direct competition with Westfield.

Footfall figures in Fulham Broadway, Fulham's main transport hub for the town centre have shown a decrease since 2008 (see table below) but this is arguably related to the economic down turn not the opening of Westfield.

High Street traders in Fulham's secondary shopping areas such as New Kings Road and Parsons Green which predispose themselves to the high end market of independents, report that they have lost custom to Westfield. This they relate to the ease and cheapness of parking there.

Fulham Broadway Retail Centre Overall Centre Footfall 2008 -2012

Year	2008	2009	2010	2011	2012	+/-Vs2011
Total	10,914,149	10,586,496	10,085,026	9,959,589	10,226,536	2.68%

Note: 3 weeks into 2012 Fulham Broadway show a decrease of -2.3% compared to the same period 2012.

8. LITTER AND STREET CLEANSING

- 8.1 Uxbridge Road and the side roads such as Hopgood Street, MacFarlane Road, Sterne Street and Plimey Place have suffered from increased levels of littering due to both pedestrian footfall and parking. Consequently, increased cleansing has been provided to these roads since the opening of Westfield. There has also been a visible increase in footfall through the Edward Woods estate as this thoroughfare provides a safe access point across the West Cross Route for commuters and visitors from RBKC.

Westfield Shopping Centre needs to increase the number of litter bins outside Central Line and Over Ground stations as almost 90% of commuters visit their centre at any given time. Additional commuter banks have been placed outside the tube stations to help increase the level of recycling.

Litter enforcement in this area had and will greatly discourage this trend which SSE is already undertaking. Anti-littering signs are one of the effective deterrence in addition to Fixed Penalty Notices.

Cleansing is £50,000 for Wood Lane plus £40,000 for cleansing on side roads.

In addition, whilst the night time economy and anti-social behaviour issues are not directly related to the Westfield development, the below may also be of interest;

An additional £26,000 goes towards cleansing issues on Thursday, Friday and Saturday nights due to the night time economy. Additionally Serco often need to dispatch the jet washer for urination, blood, etc. and this is normally charged as an emergency at a rate of £36.77 per hour with a typical example taking 2 hours.

LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
	None		