The Impact of Westfield on Hammersmith Town Centre

A REPORT for the Transport, Environment & Residents Services Select Committee

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Submitted by:
HammersmithLondon BID
A: 26-28 Hammersmith Grove
Hammersmith, W6 7BA
T: 020 8834 1307
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1. OVERVIEW OF HAMMERSMITH TOWN CENTRE

The London Borough of Hammersmith & Fulham has three major town centres – Shepherd’s Bush, Hammersmith and Fulham. Hammersmith serves as the borough’s primary civic centre, a strategic office centre and major shopping, arts, cultural and entertainment centre. It is part of the wider London and West London economic area with the central Hammersmith area becoming an important sub-regional location for offices. The town centre is also important for community services with all the main local government services, including the main library, which is in need of modernisation and a better, more accessible, location, and an archive centre based in Hammersmith. It also contains a police station, and Hammersmith fire station.

Hammersmith also has a strong tradition of arts, culture and entertainment with the Lyric Theatre, a four screen cinema and the Hammersmith Apollo, with Riverside Studios a short distance away. The London Plan identifies the town centre as having a strategically important cluster of night time activities. Hotel facilities are situated within the centre and on its edges.

2. ABOUT HAMMERSMITHLONDON BID

HammersmithLondon is a democratically elected, business-led and business-funded body, formed to improve a defined commercial area. First established in 2006, it is one of the oldest Business Improvement District (BID) in the country which has also successfully renewed its mandate in March 2011. The BID was primarily proposed by the Council in 2006 to reduce the impact of the Westfield development. Led by member businesses, the BID represents 381 hereditaments (i.e. number of voters) and c. 336 businesses with rateable value over £40,000. Since 2006, the BID has already invested over £3.7m in Hammersmith town centre and plan to invest another £3.7m over the next five years.

The team at HammersmithLondon work in close partnership with various public and community organisations including the H&F Council, Metropolitan Police and Transport for London. They are also mandated to serve as the Town Centre Managers for Hammersmith. Appendix 1 provides a quick overview of the number and type of businesses in Hammersmith town centre along with a list of the major stakeholders and the area covered by the BID.

3. STATUS OF RETAIL AND LEISURE

3.1 KINGS MALL

Hammersmith is designated as a Major Centre in the London Plan, providing shopping facilities for a catchment population of nearly 46,000 people. Over half of the retail space in Hammersmith is in Kings Mall which was built nearly 30 years ago. The West London Joint Retail Needs Study 2010 noted that Kings Mall has a “worn and dated exterior” and would
benefit from investment and improvement. While Kings Mall has changed management in 2011, plans are slowly coming into shape with re-modelling of the frontage and attracting a better mix of retailers. King’s Mall has had success in attracting the national multiple H&M.

The footfall figures for Kings Mall indicate that as compared to the national figures the footfall is down 12.4% week-on-week and down 11.5% year-on-year. The annual performance of the centre for 2012 also trailed its 20-11 performance. This is shown in the graph below:

**Figure 1: Footfall Change in Weekly visitors & Annual Performance in 2011-12 for Kings Mall**

![Footfall Change in Weekly visitors & Annual Performance in 2011-12 for Kings Mall](image)

Source: Weekly Summary T4 (Kings Mall) - (2013-01-21-18-12-21) by Experian Footfall

### 3.2 KINGS STREET/ LYRIC SQUARE

The economic health of King Street is crucial to the future of the town centre as it is the artery which connects the key parts of the centre and which contributes most to the centre’s character. To improve the shopping offer and regenerate the shopping centre there needs to be a clearer attractor which will lead to greater pedestrian flows in King Street while not detracting from the core shopping area.

As a part of our mandate, HammersmithLondon organizes events and activities over the summer and winter in Lyric Square to help business and attract footfall. 2012 was a summer like no other where we provided three months of back-to-back entertainment, sporting thrills and community events. On the Big Screen, we screened sport from morning till night, showed blockbusters and locally-made community films and live-streamed a brand-new ballet from the Opera House. In Lyric Square, we provided hundreds of free deckchairs, staged the Lyric’s Theatre in the Square extravaganzas and hosted a succession of local community events – like the HAFAD Family Fun Day. We were successful in bucking the trend. Unlike other Central London town centres, Hammersmith rose above the trend of a quiet or even depressed retail summer with an average 6% increase on previous years’ recorded footfall along King Street, across the months of June, July and August. 15% of our businesses saw more trade during the Olympics, with 6% saying they had seen a lot more.
While our events have been successful in improving footfall and consumer spend, there are indications that in general footfall has declined as compared to last year. The Weekly Footfall Index for UK Town Centres, which is a national benchmark of number of visitors to Town Centre Shopping Centres geographically spread throughout the UK shows that there is a fall of -13.3% week-on-week as well as year-on-year for the week of 14th Jan 2013! Given this it is important to make efforts to redevelop and refurbish Lyric Square and to improve the public entertainment offers.

3.3 RETAIL FLOOR SPACE

The West London Joint Retail Needs Study 2010 found that though Hammersmith is performing well as a mid-range high street destination which meets a local shopping need; there is a significant quantitative need for retail floor space in Hammersmith and in West London as a whole. The most recent study, the Joint West London Retail Needs Study 2010 (WLRNS) has identified future estimated retail need in the borough and specifically for Hammersmith town centre up to 2021 as shown in the table below:

### Table 1: Estimated Retail Need

<table>
<thead>
<tr>
<th></th>
<th>BOROUGH-WIDE (sq m gross)</th>
<th>HAMMERSMITH (Sq m gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comparison</td>
<td>74,500</td>
<td>17,200</td>
</tr>
<tr>
<td>* Convenience</td>
<td>7,600</td>
<td>1,100</td>
</tr>
<tr>
<td>A3-A5</td>
<td>11,100</td>
<td>2,600</td>
</tr>
</tbody>
</table>

* Convenience figures based on supermarket sales densities

Shepherds Bush has a total floorspace (210,000 sq.m) and retail floorspace in particular (155,000 sq.m). Of this, over 150,000 sq.m of retail and leisure floorspace is courtesy of Westfield Shopping Centre making Shepherd’s Bush four times larger than most other District centres and equivalent to a Metropolitan centre. In fact the implementation of major retail and leisure development through the Westfield has merited the reclassification of Shepherd’s Bush as a Metropolitan Town Centre in the Replacement draft 2009 London Plan.

It is therefore clear that 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 quantitative need for retail floorspace, improve the shopping offer and to upgrade the appearance of rundown and/or underused parts of the street which do not contribute positively to the character of the townscape. The proposed Town Hall development and £1 million regeneration fund for improvements in the town hall’s vicinity should help bring long overdue and much needed injection of funds and fresh life to the bottom end of King Street.
3.4 LEISURE FLOORSPACE

Leisure floorspace in centres as measured by GOAD comprises a range of activities including cinemas, theatres, concert halls, restaurants, cafes, takeaways, pubs, bars, night clubs and a range of other leisure facilities. Leisure services can add vitality and viability to a centre and ensure it remains lively after shops close. A significant quantum and range of leisure facilities, or a cluster of leisure/night-time economy uses can be an important component of a town centre’s role and function. Leisure uses comprise a total of approximately 2,500,000 sq.m. of floor space across the network (approximately 24% of total town centre floorspace) with particular concentration of activities in central London.

The data for the other London centres suggests that Shepherd’s Bush is emerging as a significant leisure destination. Other Major centres that have developed specialist roles in leisure include Angel, Fulham, Camden Town, Canary Wharf and Queensway/Westbourne Grove.

The above indicate that while Shepherds Bush and Fulham town centre have emerged as significant and specialist leisure centres respectively, Hammersmith is nowhere in the reckoning. HammersmithLondon have worked at improving the quality of the pubs and bars to make them more family friendly and to significantly reduce bag theft and other crime through regular pub-watch meetings. The additional policing and dedicated CCTV operator funded by the BID have been successful in reducing the incidence and perception of crime in the area. At the same time the BID’s events and programs have succeeded in increasing footfall.

However, Hammersmith town centre faces growing pressures from both recession and competition and the town centre will have to make more efforts to attract and improve the retail and leisure/night-time economy offer of the town centre. Specific project recommendations are provided in the Conclusion and Recommendation section.

4. STATUS OF THE OFFICE SECTOR

The scale, role and function of town centres in the network are influenced by the scale and nature of commercial enterprise and other public, private and voluntary organisations operating (in particular, though not exclusively) from offices. Hammersmith is an office centre of sub-regional significance, both for the public and private sector. It has an estimated office floorspace of 327,305 sq.m. Its role as an office centre extends to the east along Hammersmith Road to Olympia and to the south along Fulham Palace Road. As well as being favoured by major companies, the strength of the local economy is also buoyed by the very many local office and industrial businesses. Creative industries are a particular strength in the area. The high level of public transport accessibility of the town centre means that office growth can take place without adverse effects on surrounding residential areas.

While currently there is no measurable impact on the office sector in Hammersmith from Westfield, it is important to up the game to maintain Hammersmith’s status as a primary office location – as is also reflected in the Council’s priorities in the LBHF Economic Development Strategy 2007 (EDS). The draft replacement London Plan has also identified
that Hammersmith be promoted as a town centre office–based quarter. The 10 Hammersmith Grove development and the St Georges development will help to give a boost to this sector but it is essential to ensure that measures to boost retail and leisure, contain crime, mitigate environment adversities, improve transport and institute local employment opportunities are continuously updated. This would include public realm improvements to update the Broadway area - which has not been updated since Westfield opened.

5. STATUS OF TRANSPORT AND TRAFFIC

Hammersmith town centre has a very high level of accessibility by public transport, and by road from the west and east. Some of the busiest road junctions in London are located in the borough at Hammersmith Broadway and as such the area suffers disproportionately from the effects of through-traffic. Major roads, particularly the A4, severely impact on the centre, significantly reducing environmental quality and restricting pedestrian movement. The A4, including the flyover, makes access to the riverside difficult and pedestrian movement unpleasant in all other directions. The table below show the public transport accessibility level and modal split for Hammersmith town centre.

Table 2: Public Transport Accessibility Level and Modal split for Hammersmith

<table>
<thead>
<tr>
<th>PTAL LEVEL</th>
<th>% OF WEEKDAY TRIPS TO TOWN CENTRE</th>
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<tbody>
<tr>
<td></td>
<td>Public transport</td>
</tr>
<tr>
<td>6</td>
<td>36.1%</td>
</tr>
</tbody>
</table>

Source: Table A4.7, 2009 Town Centre Health Check Report

The pressure on the public transport has only increased since the opening of the Westfield Mall. Hammersmith (D&P) is the 15th busiest tube station in the network of 268 stations and 9th busiest if you add both stations. This is also corroborated from the figures in the table below that compares the Entries & Exits from the Hammersmith tube station.

Table 3: Total Annual Entry + Exit (in millions) for Hammersmith Broadway

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>District &amp; Piccadilly</td>
<td>27.72</td>
<td>27.18</td>
<td>28.98</td>
<td>27.44</td>
<td>27.88</td>
<td>28.94</td>
</tr>
<tr>
<td>Hammersmith &amp; City</td>
<td>7.04</td>
<td>6.79</td>
<td>9.17</td>
<td>8.60</td>
<td>8.68</td>
<td>8.89</td>
</tr>
</tbody>
</table>

Source: TfL Customer Metrics Report for Hammersmith
Planned improvements by Transport for London will increase capacity on the Hammersmith and City Line. Moreover, the joint lobbying efforts by HammersmithLondon and the Council have resulted in the expansion of the Mayor’s Legible London scheme to Hammersmith town centre which will hopefully give a boost to more sustainable forms of transport. In addition to this, the Council and HammersmithLondon have partnered to form a Transport Group made up of local businesses that performs as a vehicle to share information and best practice. The Forum has enjoyed considerable success in delivering Travel Plans to businesses in the area. During the Olympics, the Forum hosted Olympic workshops to increase awareness of the transport restrictions during Games time and to help the businesses plan ahead to help them benefit from this exceptional occasion. On a regular basis, the Forum delivers cycling encouragement events such as Dr Bike sessions and promotes walking with guided walks twice a month.

However, given the increasing pressure on the public transport system, it is important ensure the continuation of the above-mentioned efforts and to augment some of these measures to promote sustainable movement, restrain the use of the car and prevent adverse impacts on the surrounding road network. It is also important to make plans to initiate the long-awaited public realm improvements on the doorstep of the Hammersmith tube station – especially around the Broadway - to keep it attractive to the office sector. Specific project recommendations are provided in the Conclusion and Recommendation section.

6. ENVIRONMENTAL QUALITY ASSESSMENT

Poor air quality can have a detrimental impact on people’s health and wellbeing, particularly for those in vulnerable groups such as children, older people and those with existing heart and lung problems. The whole of H&F has been designated as an Air Quality Management Area since 2000 because the levels of certain pollutants exceed the national air quality standards. As a result, the Council produced an Air Quality Action Plan outlining measures to help reduce emissions, particularly of Oxides of Nitrogen and small particles (PM10), and improve local air quality.

Public realm enhancements lie at the core of the BID Improve project area. In tandem with the grim urban realities of grot spot checks, gum removal, additional pavement cleansing, anti-litter campaigns and recycling which have helped clean up the Hammersmith streets, the BID is now also proud to showcase the area with landscaped flower beds and hanging baskets, which change every season to provide colour and life in the town centre all year round. The BID won our best ever-awards from London in Bloom 2012: two Silver-Gilt awards, making the BID joint-second out of all London applicants for Town Centre and Business Improvement District. LBHF, Quadron Services, Serco, The Hammersmith Community Gardens Association, Novotel London West and many others all contributed to the award. This visible team effort has meant that the Hammersmith Town Centre is now recognised as a clean, green and vibrant area to live, work and visit. A recent Green Audit of Hammersmith agreed with this and recommended the town centre as a perfect candidate for a new Green Roofs Scheme, a proposal currently being investigated by the BID.
The joint working between the BID and the Council has the potential of taking on larger projects to improve the green cover as well as provide more measures aimed at reducing the need to travel and encouraging people to use less polluting forms of transport. Specific project recommendations are provided in the Conclusion and Recommendation section.

7. STATUS OF CRIME

Making Hammersmith as safe and secure as possible is at the core of the BID’s Protect project area. Working together in close partnership with the Council, the Metropolitan Police and businesses the BID provides bespoke training, tailored CCTV and additional policing hours for Hammersmith town centre. The BID also runs:
- Pub Watch & BOBB scheme: working together to share information & exclude undesirables
- Safetynet & Officenet: connecting businesses with CCTV, local police and other users
- Business Crime Partnership: share restricted area offender data with member businesses
- Crime Prevention Stands: quarterly public briefing sessions in Kings Mall

The result is that Hammersmith is indeed a safer and more secure place than it was five years ago. The BID has provided 7,550 hours of additional policing and 12 Pubwatch events. In 2011, 177 arrests were made through exclusive CCTV coverage for the BID area. Overall in 2011, according to the F&H Chronicle on Dec 28th 2011, bag-dipping and petty crime in Hammersmith went down by 8%. In addition to this, Hammersmith scored a distinction in Safer Business Award 2012.

However, feedback from local businesses and evidence from police reports states that crimes such as theft/burglary, street-drinking, shoplifting and threatening behaviour are all prolific in particular areas that have no CCTV and inadequate street lighting and security measures. It is important to introduce better security measures such as additional CCTV cameras, enhanced lighting, extra columns for both CCTV and Lighting, security signage and target-hardening measures such as security lights for premises to deter break ins. By introducing these in the most vulnerable areas in Hammersmith these problems can be sufficiently dealt with, without the need for constant police intervention. Specific project recommendations are provided in the Conclusion and Recommendation section.

8. CONCLUSION & RECOMMENDATIONS

8.1 CONCLUSION

Though Hammersmith is an important centre for shopping, employment, arts and leisure activities, it has seen relatively little private investment over the last 10-15 years. The area has been affected by competition from the neighbouring Westfield shopping area and has not benefitted from the significant funding that Shepherds Bush has enjoyed from the establishment of Westfield London – now London’s premier shopping destination.
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, services, arts and cultural and other leisure facilities to serve local residents, visitors and workers.

8.2 RECOMMENDATIONS

Hammersmith town centre will be seeing some investment in public realm with the proposed re-development of the Town Hall, plans for the façade improvement of Kings Mall, Broadway works, the development of 10 Hammersmith Grove, St George’s Development, and the remodelling of the Lyric theatre. Hammersmith London has lobbied and influenced several of these projects to ensure that they are realised.

However, to ensure that Hammersmith town centre reaps the full-benefit from these developments it is important to ensure that these developments are complimented by projects targeted to improving the:

i. Retail and Leisure offer
ii. Transport and traffic
iii. Environmental quality - green areas in Hammersmith
iv. Crime – actual and perception
v. Local Skills & Employment

As the Town Centre Managers and the Business Improvement District team for the town centre, we are already exploring the implementation plans and means of finances for projects in these areas in addition to those that we are already undertaking. Below is a list of some suggested potential projects that we have drawn up based on the recommendation and feedback from member businesses and research that we have commissioned from time-to-time. We are happy to provide further details for each of the projects including a risk register, details of potential benefits and how implementation of these projects meets the general geographic, place-shaping and other criteria of the council.

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>KEY SUGGESTIONS</th>
<th>COMMENTS</th>
</tr>
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<tbody>
<tr>
<td>i. RETAIL &amp; LEISURE OFFER</td>
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| Lyric Square – reinforcement and refurbishment | • Redevelop and refurbish Lyric Square along the lines of the Leicester Square upgrade in Westminster.  
• Lyric Square to be strengthened to ensure it can take the weight of a Big | The plan for the required interventions and costing of the project would require a proper architectural study and plan. LBHF could use this as an opportunity to further its |
<table>
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<tr>
<th>PROJECT</th>
<th>KEY SUGGESTIONS</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td>Annual Outdoor Arts Festival</td>
<td>To provide and deliver a free-to-the-public series of Live Events building on previous successful Hammersmith Summer Festival on Lyric Square. It will consist of a curated programme of outdoor live performances and a temporary big screen showing community shots, film nights, live streaming from the Royal Opera House, Wimbledon. Produced and presented locally for all, the Summer Festival has already been running now for four years and has built up a regular and loyal following, especially during the Wimbledon fortnight and during the Olympics. Thus we will still want to expand its historic duration and work strategically to provide a quality programme of outdoor arts performances.</td>
<td>HammersmithLondon are happy to provide details and costing if required</td>
</tr>
<tr>
<td>Public Art</td>
<td>Lyric Contemporary Art Installation – Light Sculpture on the Lyric Rationale: The project will create an iconic piece of sculptural public art in a prime location in central Hammersmith on the east elevation of the Lyric theatre overlooking Lyric Square. The artwork is ready and has been designed by the leading UK visual artist David Batchelor. It will</td>
<td>Contribution Potential Costs Artists Fee £25,000 Fabrication and Implementation Costs £100,000</td>
</tr>
<tr>
<td>Screen and the occasional lorry</td>
<td>plan to use and retain local architects</td>
<td></td>
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<tr>
<td>New Paving to match the look and feel of the surrounding buildings</td>
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<tr>
<td>PROJECT</td>
<td>KEY SUGGESTIONS</td>
<td>COMMENTS</td>
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<tr>
<td>Transform a detail from the Victorian plasterwork in the Lyric theatre (one of Hammersmith’s most important historic buildings) into a nine-metre sculpture of multi-coloured neon light. This beautiful and eye-catching contemporary work will become the centrepiece of Hammersmith town centre, instilling excitement and pride amongst the community that lives, works, and visits the area</td>
<td></td>
<td></td>
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### ii. TRANSPORT & TRAFFIC

- **Improvement of area under flyover along with a flyover replacement study**
- **Skate plaza under the flyover** – currently under consideration by the Council
- **Better signage to the river front**

| Improvement of area under flyover along with a flyover replacement study | Council should undertake and support studies to replace the flyover versus putting a skate plaza under the flyover |
| Better signage to the river front | Under exploited opportunity to showcase the proximity of the town centre to the river front. Providing better signage from the town centre to the river front will help guide visitors, workers and residents to the river front and to potentially develop that area to improve overall footfall to the town centre, |

**Travel Plans**

**Car Clubs**

**Shop Mobility**
<table>
<thead>
<tr>
<th>PROJECT</th>
<th>KEY SUGGESTIONS</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td>liii. ENVIRONMENTAL QUALITY</td>
<td></td>
<td></td>
</tr>
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</table>
| Green Infrastructure Enhancements | - Tree Planting  
- Green wall near flyover  
- Pocket Parks  
- Rain Garden | Details on Tree Planting is provided as Annexure 3 |
| | Rationale: The London Plan (2011) has an ambition to increase green (vegetated) cover in central London by 5% by 2030 and 10% by 2050. This long term target is driven by a need to adapt the city to both current and future climates and help improve the quality of life in central London. The benefits of GI described above underpin the All London Green Grid (ALGG) supplementary planning guidance to the London Plan, which provides a strategic framework for creating, improving, managing and maintaining high quality GI. Implementing some of these Green Walls, Pocket Plazas and Rain Gardens would not only help the Council:  
- Meet the challenge of climate change and flooding;  
- Conserve and enhance the historic environment and landscape and  
- Create a more beautiful area for the local residents and businesses | HammersmithLondon had recently commissioned a Green Infrastructure (GI) Audit of the BID Area. The reports provides a picture of the existing green cover and identifies specific sites and interventions that can help increase both the quantity and quality of green Infrastructure within the wider neighbourhood. It also provides suggestions on where we can potentially create Green walls, Rain Gardens and Pocket Plazas. We would be happy to discuss some of these in detail and how we can work with the Council to implement these. |
<p>| iv. CRIME – Actual &amp; Perceived | | |
| Additional CCTV cameras in certain areas like Galena | | HammersmithLondon is happy to support the |</p>
<table>
<thead>
<tr>
<th>PROJECT</th>
<th>KEY SUGGESTIONS</th>
<th>COMMENTS</th>
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</thead>
<tbody>
<tr>
<td>Road</td>
<td></td>
<td>investment needed to provide more CCTV cameras for the town centre</td>
</tr>
<tr>
<td>ANPR Cameras</td>
<td></td>
<td></td>
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<tr>
<td>Enhanced lighting by installing extra columns for both CCTV and Lighting</td>
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<td></td>
</tr>
<tr>
<td>Security signage and security lights for premises to deter break ins</td>
<td></td>
<td></td>
</tr>
<tr>
<td>v. LOCAL SKILLS &amp; EMPLOYMENT</td>
<td></td>
<td></td>
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<tr>
<td>Measures such as Team White City for the Hammersmith Town Centre</td>
<td>CS Policy LE1 Local Economy and Employment supports both existing and new initiatives that will encourage local employment, skills development and training opportunities. Policy HTC2 aims to achieve substantial new jobs through office development.</td>
<td>HammersmithLondon are in conversation with Team White City to see if something can be done for Hammersmith town centre. The BID would be happy to lead the initiative for Hammersmith.</td>
</tr>
<tr>
<td>Business Centre with provision of hub for retail and businesses</td>
<td>• Provision of Hub for retail and businesses - both start-up and existing</td>
<td>HammersmithLondon is happy to manage the facility</td>
</tr>
<tr>
<td></td>
<td>• Hub to have meeting rooms that businesses and retailers can use for meetings as well as interviews as most small businesses and retailers don’t have facilities for these things</td>
<td></td>
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APPENDIX 1: QUICK OVERVIEW OF HAMMERSMITHLONDON

TERM
5 years from 1st April 2011 (Renewed)
First term: 2006-2011

MEMBERSHIP
381 Hereditaments
336 businesses with RV’s greater than £40,000

BUSINESS TYPES
Offices : 43%
Retail : 29%
F&B : 11%
Leisure : 2%
Other : 3%
Vacant : 7%

FINANCES:
Levy: 0.8% (year 1), 0.9% (year 2), 1% (year 3)
Annual Budget: c. £750,000

MAJOR STAKEHOLDERS

TOP 10 BUSINESSES
1. The Walt Disney Company
2. Novotel
3. Bechtel Ltd
4. L’Oreal
5. Coca Cola
7. Haymarket Media Group
8. Universal Music Operations
9. General Electric Company
10. Boots the Chemist Ltd

NON-BUSINESS ORGANISATIONS
1. LBHF
2. Metropolitan Police
3. TfL
4. CaVSa
5. Works 4 U
6. Hammersmith Society
7. Brackenbury Residents Association
8. HAFAD
9. HAFPAC
All or parts of the following streets are included the BID area:

Angel Walk
Beadon Road
Blacks Road
Bute Gardens
Butterwick Street
Chalkhill Road
Fulham Palace Road
Glenthorne Road
Great Church Lane
Hammersmith Bridge Road
Hammersmith Broadway
Hammersmith Grove
Hammersmith Road
King Street
Leamore Street
Lyric Square
Nigel Playfair Avenue
Queen Caroline Street
Rowan Terrace
Shepherds Bush Road
Shortlands
Sussex Place
Talgarth Road
Wolverton Gardens
Worlidge Street