

Policy context

There are several relevant linked strategy documents which support the proposal to develop a Town Centre Strategy for New Malden. For copies of some of these documents, visit our website at www.kingston.gov.uk:

The Maldens and Coombe Neighbourhood Community Plan

The Plan is a strategy document that identifies the priorities of local residents in the neighbourhood, gathered through extensive consultation and engagement. It has been formally endorsed by the Maldens and Coombe Neighbourhood Committee and reported to the Executive and Kingston Strategic Partnership. One of the key priorities identified in the Neighbourhood Community Plan is to:

“Support the economic regeneration of local areas to sustain their viability for the benefit of local residents, and maintain vibrant local shopping districts that benefit the local community”

Available at www.kingston.gov.uk – search for ‘Maldens and Coombe Neighbourhood Community Plan’

The Kingston Plan (Community Strategy)

Agreed by the Kingston Strategic Partnership, it sets out the strategic long term vision for the economic, social, educational, cultural and environmental wellbeing of the borough over the period to 2020. It is based on the following principles:

- To use commissioning to support the priorities of the Plan and to use public resources to best effect
- To place a strong emphasis on localism
- To build capacity in the voluntary and business sectors to continue activities previously seen as being directly provided by mainstream services.

Available at www.kingston.gov.uk – search for ‘Kingston Plan’

Destination Kingston

Destination Kingston details the journey to transform the way that Kingston Council works and prepares for the challenges ahead. It has three themes:

- Sustainable Kingston: protecting and enhancing the environment
- Prosperous and Inclusive: sharing prosperity and opportunity
- Safe, Healthy and Strong: preventing problems and promoting responsibility and independence

Available at www.kingston.gov.uk – search for ‘Destination Kingston’

The RBK Unitary Development Plan 2005

(As amended in 2007 and 2008) and the London Plan form the statutory Development Plan for the borough. UDP strategic policies STR4 Local Economy and STR5 Shopping and Town Centres are relevant as they support the diversity and vitality of district centres. District Centre policies: DC1 New Retail Floor space; DC5 Car Parking.

The Local Development Framework Core Strategy

This will replace the UDP and form part of the statutory Development Plan for the borough. It will provide the overarching spatial strategy guiding future development and improvement. Consultation on Issues and Options took place in Spring 2009 and on the Preferred Strategy from November 2009 to January 2010. This includes thematic policies for the borough and area guidance, including that for New Malden. This document supports and supplements that guidance. The Local Development Framework Core Strategy identifies New Malden as a District Centre and sets out a vision for the Neighbourhood:

- New Malden District Centre will be a thriving and attractive shopping destination
- Redevelopment at Cocks Crescent and around New Malden Train Station will enhance the vitality of the District Centre
- Sustainable methods of travel will be promoted to facilitate movement through the neighbourhood and reduce traffic congestion, especially around the High Street
- Improved pedestrian and cycle networks will allow easy access to the neighbourhood's key services, especially at the District Centre
- Support public realm improvements in New Malden District Centre
- Work with Kingston University and other partners to create economic opportunities to retain talent it develops

Available at www.kingston.gov.uk – search for 'Local Development Framework'

The Local Implementation Plan (LIP2)

LIP2 sets out the key transport issues and policies for the Borough and it is noted that there is a section on a Neighbourhood Delivery Plan (NDP) contained in the LIP2. LIP2 sets out how the Borough will deliver the Mayors Transport Strategy strategically as well as on a local level. It is also noted that the M and C Neighbourhood adopted the District Centre Parking Strategy, which was a supporting document for the development of Local Development Framework (LDF). The majority of matters considered below are also in line with LIP2/LDF (NDP).

Available at www.kingston.gov.uk – search for 'Local Implementation Plan'

The Kingston Business Strategy (2011-2013) - DRAFT

- To improve support for SMEs and independent businesses
- To proactively communicate with businesses
- To coordinate a variety of employment programmes including participation in the bid for funding process for all monies which relate to employment or employability issues
- To coordinate inward investment of businesses
- Support capacity building within businesses and Social Enterprise to take on commissioning and service delivery opportunities

There is a New Malden specific chapter in the strategy which highlights a range of initiatives that would contribute towards the economic uplift of the area:

- Develop a programme of events and support community led organisations to develop markets (farmers, handicrafts etc) and food festivals
- Integrated public realm enhancements which will enhance a sense of community and belonging for businesses and users
- More unique shop fronts to reinforce the branding of New Malden High Street
- Improvements to Shopping Local website
- Making use of empty shops to provide opportunities for entrepreneurs, the unemployed and young people to showcase new business ideas

The London Plan

Developing a Town Centre Strategy is a good fit with the Mayor's London Plan objectives and policies for town centres. The public realm proposals will encourage economic growth as people are drawn to New Malden by the enhanced public realm and greater accessibility of New Malden High Street.

Kingston Air Quality Action Plan

As a means to help improve air quality the whole Borough has been declared an Air Quality Management Area. The council has an Air Quality Action Plan which is due to be updated and the majority of the Borough is also covered by the London Low Emission Zone.