

Leisure and Indoor Recreation

Chapter 8

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SCOPE OF CHAPTER

- 8.1 Undoubtedly people's quality of life is enhanced by satisfying and enjoyable leisure experiences. Leisure activities also play an important role in promoting good mental and physical health. When people find themselves with free time they often positively choose to put it to leisure use. As a result in Newham, as elsewhere in the country, interest and participation in arts, culture, entertainment and sport is growing and is forecast to continue to do so over the Plan period.
- 8.2 The role of the Council in meeting future demands for leisure is as a provider of services, an enabler of the voluntary sector and as a partner for the private operator and developer. Working together, the public, voluntary and private sectors offer the residents of Newham rewarding ways of occupying their free time, but also the prospect of better health, more community development, a pleasant environment and urban regeneration.
- 8.3 This Chapter sets out policies and proposals for the arts, culture, entertainment, visitor attractions and indoor sport and recreation.
- 8.4 Leisure-related policies are also included in other Chapters. Open space, parks, outdoor sports, children's play space, and allotments are addressed in the Open Space and Outdoor Recreation Chapter. The Environmental Quality Chapter covers the issues of nature conservation, trees and archaeology. The role of leisure facilities in attracting visitors to the Borough is included in the Tourism Chapter, whilst the Community Services Chapter promotes the dual use of schools for recreational activities and provision for children under eight.

VISION FOR THE FUTURE

- 8.5 During the Plan period an extensive range of new leisure developments will be developed in the Borough. The new facilities will assist in overcoming existing shortages and meeting the growing demand for leisure activities. They will enhance the lives of the residents of Newham by providing a greater choice and quality of facilities and make the Borough a more attractive place in which to live and work.
- 8.6 Leisure developments will play an important role in the economic regeneration of the Borough, particularly in town centres through the creation of new jobs and enhancing their future viability and vitality. Stratford's emerging cultural quarter with its new arts, performance and entertainment complex centred on the Theatre Royal will support a growing evening economy, vital for the town centre's revitalisation. There are also opportunities for further development of leisure uses on the Stratford Rail Lands which can maximise the benefits of the centre's excellent public transport links and reinforce Stratford's role as an important cultural and entertainment centre. The Borough's other town centres, which all enjoy good public transport accessibility, will also form focuses for new commercial leisure development.
- 8.7 Cultural industries will be developed to support the Borough's growing arts/cultural/entertainment activities. Locations of historic, nature conservation, and cultural interests, such as Three Mills at Stratford, will be a focus for attracting visitors as well as being a centre for study and recreation.
- 8.8 The Council will encourage the provision of information points in major town centres' visitor attraction centres.
- 8.9 In order to realise this Vision, the Council has developed a set of objectives and a strategy which are detailed below. These, together with the assessment of current issues, have guided the formulation of policies contained in the Policy section of this chapter.

OBJECTIVES

- 8.10 The Council's planning objectives for leisure and indoor recreation are as follows:
 - a) To prevent the loss of existing leisure facilities and to seek a wide range of new and improved leisure facilities which will tackle the current leisure, sports and recreation deficiencies, and meet the increasing demand for leisure activity;
 - b) To promote arts, culture and entertainment developments/activities in town centre locations and in appropriate Major Opportunity Zones with good public transport accessibility levels, which contribute towards the Borough's economic regeneration and make Newham a more vibrant and dynamic place for residents and visitors;

- c) To encourage the development of new museums to attract interest and visitors to the Borough;
- d) To promote Newham's town centres as the preferred locations for new leisure/entertainment developments, through the application of the sequential test; and
- e) To promote accessibility to and the efficient use of all leisure facilities.

STRATEGY

8.11 These objectives will be realised through the implementation of a strategy incorporating the policies in this chapter.

8.12 Future leisure demands have been identified in the Council's Leisure Development Strategy (1998-2001), the Regional Recreation Strategy for London (1994) and the Department of National Heritage's Raising the Game (1995). These documents stress the importance of leisure and recreation activities in enhancing people's lives, improving the health of communities and in aiding the economic regeneration of areas. They also indicate that Newham's residents, along with the rest of the country still share the need for greater choice and quality in existing and new leisure developments.

Arts, Culture and Entertainment (ACE)

8.13 New developments in Stratford, other town centres and the Royal Docks District will generate investment opportunities for arts, culture and entertainment (ACE) activities. The Council's role will be to co-ordinate the development of ACE facilities to maximise the benefits for local people while ensuring that tourism is also fully exploited. The Council will seek the development of integrated leisure facilities within town centres and new commercial centres. New leisure developments will be used to revitalise town centres by attracting more people and extending night-time use.

Visitor Attractions

8.14 Museums, leisure attractions, heritage centres and Sites of Nature Conservation Importance will have a vital role to play in attracting visitors to the Borough. The private sector will need to take a financial lead in the development of visitor attractions in the Borough. New museums will be encouraged particularly where they contribute to overall attractiveness of an area.

Libraries

8.15 The library service will seek to provide a more modern service to meet the needs of Newham's communities, based upon new provision in the Borough's major town centres.

Indoor Sport and Recreation

8.16 The Borough has a diverse population with a wide range of indoor sport and recreation needs. In order to meet additional future demand the Council will need to maximise the use of its own existing resources and give encouragement to the private and voluntary sectors to provide additional sites, buildings and activities. A greater range of welcoming and accessible facilities is needed in the Borough to cater for all sections of the community.

CURRENT ISSUES

8.17 The above strategy and the objectives behind it will address the current land use implications of leisure and indoor recreation issues facing the Borough.

Arts, Culture and Entertainment (ACE)

8.18 Many of the ACE facilities in the Borough are supported by the Council. This has resulted in a range of successful enterprises and activities such as performance and artist-led workshops, the provision of a recording and rehearsal studio and a local training scheme in audio-visual and theatre communications in Three Mills. Such activities contribute in the promotion of creative arts and popular culture industry. Further development of an ACE infrastructure and supporting facilities are central to promoting and sustaining the energies of this growing industry in the Borough. The

Council will encourage the private sector to develop such new facilities to meet emerging demands and to create new jobs.

Visitor Attractions

8.19 Museums, heritage centres, visitor attractions and Sites of Nature Conservation Importance will need to be enhanced in order to attract more visitors into the Borough. Museums and facilities such as the East Ham Nature Reserve also provide extensive educational opportunities for schools in the Borough.

Indoor Sport and Recreation

8.20 There is scope to increase participation in indoor sport and recreation, widen the area served and expand the types of leisure uses provided in the Borough. For example there is a growing demand for more health and fitness facilities. There will therefore be greater encouragement of the private sector by the Council to assist with creating more capacity and responding to Newham's changing future sports demands.

POLICIES FOR LEISURE AND INDOOR RECREATION

Protection of Leisure and Recreational Facilities

8.21 Leisure and recreational services are provided by the Council, commercial operators, voluntary organisations, trusts, churches, other religious bodies and schools. It is important that existing provision is protected and modernised. The stock of buildings available for leisure purposes is limited and the Council will resist the conversion of purpose-designed leisure buildings to other uses. However, where buildings have been vacant for a period of years, or have only been used on a temporary basis for leisure purposes, the Council will consider a possible change of use. Where facilities are old or obsolete, but the leisure use is to be retained, replacement or relocation may be appropriate. Town centres are suitable locations for relocated uses since they are well provided with public transport. Where current facilities are located in inaccessible locations, the Council will seek to persuade public transport authorities to improve transport links.

POLICY LR1: THE COUNCIL WILL RESIST THE LOSS OF SITES OR BUILDINGS WITH AN EXISTANT USE FOR LEISURE OR RECREATIONAL PURPOSES, EXCEPT WHERE:

- A) SATISFACTORY ALTERNATIVE PROVISION IS MADE; OR
- B) THE CONTINUATION OF THE USE IS INCOMPATIBLE WITH ITS SURROUNDINGS; OR
- C) THE PREVIOUS USE WAS TEMPORARY, PENDING DETERMINATION OF THE LONGER TERM FUTURE OF THE SITE.

New and Improved Leisure and Recreation Provision

8.22 The majority of the Borough is now served by sport and leisure facilities. However, certain areas such as Stratford, Canning Town, East Ham and parts of the Royal Docks have little or no provision. Furthermore, there is a demand for new facilities across the Borough. The Council will be unable to provide sufficient resources to meet all the leisure and recreational demands, therefore appropriate commercial leisure development (such as tennis centres, tenpin bowling, cinemas and fitness centres) will be encouraged. New provision will be encouraged to locate in town centres and identified Major Opportunity Zones, which are well served by public transport. In considering applications for new commercial leisure/ entertainment development the Council will apply the principles of the Government's sequential test.

8.23 Within the southern part of the Borough there will be major opportunities, and the Council will give due consideration to proposals for large leisure developments with regenerative potential. The water environs of the Royal Docks District offer unique opportunities for water sport. These could be integrated with other leisure proposals such as an exhibition centre, arts, culture and entertainment uses.

POLICY LR2: THE COUNCIL WILL SEEK OPPORTUNITIES FOR NEW LEISURE FACILITIES IN CONJUNCTION WITH THE PRIVATE AND VOLUNTARY SECTORS IN ORDER TO ADDRESS LEISURE, SPORTS AND RECREATION DEFICIENCIES BY:

- A) IDENTIFYING NEW SITES AND BUILDINGS FOR LEISURE ACTIVITIES WHICH WILL BE FLEXIBLE IN USE, SERVED BY PUBLIC TRANSPORT, AND PROVIDE ACCESS FOR DISABLED PEOPLE. THE COUNCIL WILL APPLY THE SEQUENTIAL APPROACH WITH PRIORITY GIVEN TO TOWN CENTRE SITES, IN IDENTIFYING NEW SITES FOR LEISURE DEVELOPMENT AND CONSIDERING PLANNING APPLICATIONS FOR SUCH PROPOSALS;
- B) ENCOURAGING THE INCLUSION OF LEISURE ACTIVITIES IN MIXED USE DEVELOPMENTS; PROMOTING THE DEVELOPMENT OF THE THAMES BARRIER LANDS AS PUBLIC OPEN SPACE, WITH THE POSSIBILITY OF FURTHER LEISURE DEVELOPMENT IN THE FUTURE;
- C) PROMOTING LEISURE DEVELOPMENT ON PART OF THE BECKTON GATEWAY MAJOR OPPORTUNITY ZONE (PROPOSAL NO. MOZ15) (PLEASE REFER TO POLICY UR26); AND
- D) PROMOTING BUILT LEISURE FACILITIES ON PART OF THE FORMER BECKTON GAS WORKS SITE (PROPOSAL NO. MOZ 14) (PLEASE REFER TO POLICY UR3).

Arts, Culture and Entertainment (ACE): Sites and Activities

8.24 The growth of interest in the arts is expected to continue throughout the Plan period. Community arts projects are constantly evolving, but many groups in Newham are voluntary with a low financial base and reliant on irregular sources of income. Culture and the arts can contribute to the life of local communities and can provide an outlet for multi-cultural expression and understanding. In Newham, there is a large number of different cultural groups. Development in the public arena of their art, in particular dancing, painting and sculpture, and their culture through writing, clothing and food can help to strengthen communities and encourage tourism in Newham. Often these forms of art and also music require specialist buildings in which to design, train, rehearse and perform. In Newham there is a shortage of art workshops, music rehearsal studios and performance space which has good lighting and sound systems. In addition, there are few areas suitable for outdoor performances.

8.25 The Council has limited resources and is unlikely to make a financial contribution towards major new facilities. The Council's role will therefore be to retain the existing facilities and ensure that new facilities are provided by the private and voluntary sectors in suitable locations. Generally the Council will regard town centre locations as the most suitable sites for ACE uses. Stratford is emerging as the Borough's main cultural centre, with concentrations of ACE activities in the Three Mills and Salway Road areas. The Rail Lands will also provide further opportunities for the development of new ACE facilities which should contribute towards the vitality and the viability of Stratford town centre. Within Docklands, the inclusion of ACE facilities will be promoted in identified Major Opportunity Zones which enjoy good public transport links, as part of the area's wider regeneration process. Considerable opportunities exist in the Borough for the provision of new ACE facilities to meet existing and future demands.

POLICY LR3: THE COUNCIL WILL PROMOTE DEVELOPMENT TO ACCOMMODATE ARTS, CULTURE AND ENTERTAINMENT ACTIVITIES IN THE LOCATIONS, AND OF THE KIND AS FOLLOWS:

- A) STRATFORD TOWN CENTRE: A NEW ARTS COMPLEX IN SALWAY ROAD; CONFERENCE AND HOTEL FACILITIES CENTRED ON WEST HAM TOWN HALL; AND A VARIETY OF FACILITIES WITHIN THE STRATFORD RAIL LANDS WHICH SUPPORT THE VITALITY AND VIABILITY OF THE TOWN CENTRE;
- B) THREE MILLS: THE PROVISION OF A HERITAGE CENTRE AND A HERITAGE TRAIL (PROPOSAL NO. MOZ3) (PLEASE REFER TO POLICIES NOS. UR20-UR24);
- C) THE ROYAL DOCKS DISTRICT: CONFERENCE FACILITIES AND EXHIBITION CENTRE ON THE NORTH SIDE OF THE ROYAL VICTORIA DOCK (PROPOSAL NO. MOZ8) (PLEASE ALSO REFER TO POLICY UR6); AND LEISURE USES AS PART OF MIXED USE DEVELOPMENT OF SILVERTOWN QUAYS ON THE SOUTH SIDE OF THE ROYAL VICTORIA DOCK (PROPOSAL NO. MOZ10), THE ALBERT DOCK BASIN SOUTH (PROPOSAL NO. MOZ12), THE ALBERT DOCK BASIN NORTHSIDE (PROPOSAL NO. MOZ13), AND THAMES WHARF (PROPOSAL NO. MOZ7).
- D) MAJOR OPPORTUNITY ZONES GENERALLY: A RANGE OF ARTS, CULTURE AND ENTERTAINMENT ACTIVITIES.

Public Art

8.26 The Council recognises that the provision of artistic features, and the involvement of visual artists in new developments, can make an important contribution to improving the image of the Borough and creating a sense of civic pride, identity and community. The Council where appropriate will encourage developers to incorporate works of art within new developments. Usually this will form part of the integral design of the building or be adjacent to the development in a public area. In all cases the Council will require full public access, and look favourably on art which reflects local themes or is designed by local artists or children. This may also create opportunities for employing local working artists and craftspeople. The type of art will be determined by the location and the size of development.

8.27 The Council also aims to create varied residential developments particularly where this would enhance an already interesting landscape. Where major residential development is adjacent to the docks, rivers, waterways, or forms part of a Green Chain, the Council will also seek the incorporation of works of art within the development. Public art in these locations can increase public interest and complement existing historic, nature conservation and cultural features. Each development will have its potential for public art assessed on its own merits. The Arts Council have campaigned for a percentage of the costs of development to be spent on public art. The Council supports this campaign and will seek the provision of public art in appropriate locations.

POLICY LR4: TO ENHANCE THE IMAGE AND APPEARANCE OF THE BOROUGH'S ENVIRONMENT, THE LOCAL PLANNING AUTHORITY WILL SEEK THROUGH NEGOTIATION THE PROVISION OF NEW ART AND CRAFT WORKS AS PART OF DEVELOPMENT SCHEMES. IN ASSESSING PLANNING APPLICATIONS THE LOCAL PLANNING AUTHORITY WILL HAVE REGARD TO THE CONTRIBUTION MADE BY ANY SUCH WORKS TO BOTH THE APPEARANCE OF THE SCHEME AND THE AMENITY OF THE SURROUNDING ENVIRONMENT.

Visitor Attractions (Museums and Interpretative Centres)

8.28 Museums provide places for educational study, recreation, storing archives, preserving the past and a focus for attracting visitors to the Borough. The Council will support the development of new museums and the retention of existing museums and their enhancement for both local use and encouraging tourism. Interpretative centres will also be encouraged at sites of historical and nature conservation importance to assist and attract visitors.

POLICY LR5: THE COUNCIL WILL SUPPORT AND PROMOTE DEVELOPMENT TO ACCOMMODATE NEW MUSEUMS AND INTERPRETATIVE CENTRES, INCLUDING:

- A) A MAJOR VISITOR ATTRACTION AND INTERPRETATIVE CENTRE FOR INDUSTRIAL HISTORY, AND AN ENVIRONMENTAL EDUCATION CENTRE, IN CONJUNCTION WITH THE RESTORATION OF THE HOUSE MILL AT THREE MILLS, TOGETHER WITH USE OF THE ADJOINING MILLER'S HOUSE AS A VISITOR CENTRE; (PROPOSAL NO. MOZ3)
- B) A MUSEUM OR AN ALTERNATIVE APPROPRIATE USE, FOR EXAMPLE, A VISITOR CENTRE, AT ST. MARK'S CHURCH, SILVERTOWN (PROPOSAL LR1), AND
- C) THE USE OF THE ROYAL DOCKS FOR MOORING HISTORIC SHIPS.

8.29 The Council will seek the maximum use of the Royal Docks for such activities as the mooring of historic ships, as museums and educational facilities for schools and attractions for visitors.

Libraries: Improvement and Extension

8.30 The Council recognises that some areas of the Borough and in particular Forest Gate, Canning Town and Manor Park, could be better served with library facilities. The Council will seek the provision of new libraries in such areas.

POLICY LR6 THE COUNCIL WILL SEEK THE IMPROVEMENT AND EXTENSION OF ITS LIBRARY SERVICE THROUGH THE PROVISION OF NEW LIBRARIES IN THE BOROUGH'S TOWN CENTRES, PARTICULARLY FOREST GATE, MANOR PARK AND CANNING TOWN.

Indoor Sport and Recreation

8.31 Whilst the Borough is relatively well served by mixed leisure facilities, deficiencies in indoor provision do however exist particularly at a neighbourhood level and for specific sports needs. In the north eastern part of the Borough, in St. Stephens, Monega, Kensington and Manor Park wards, where people are considerably further from the existing sports centres, participation in indoor sporting activity is lower. The Council will seek to develop greater access to existing facilities to extend their use, concentrating on areas of high population density by adapting existing facilities, and extending dual use of educational facilities where appropriate. In addition the Council will encourage and act in partnership with the private and voluntary sectors to bring sites and buildings into sporting use, including school sports halls and the reuse of existing buildings. The redevelopment of the former East Ham Baths will offer an important opportunity in an area of need. The lower Lea Valley, the Beckton Gateway Major Opportunity Zone, Beckton and Docklands will create the greatest opportunities for private sports and recreation developments, and the Council will look favourably on proposals for such development in these areas.

POLICY LR7: THE COUNCIL WILL SEEK TO OVERCOME DEFICIENCIES IN INDOOR SPORTS PROVISION BY:

- A) PROMOTING NEW MULTI-PURPOSE INDOOR SPORTS FACILITIES IN THE LOWER LEA VALLEY, BECKTON, AND DOCKLANDS AND OTHER APPROPRIATE LOCATIONS IN PARTNERSHIP WITH THE PRIVATE SECTOR OR OTHER AGENCIES; AND
- B) A NEW SPORTS CENTRE/HALL (INCLUDING A HEALTH FACILITY) AT BRAMPTON MANOR SECONDARY SCHOOL AS PART OF BRAMPTON 2000 (PROPOSAL NO. CS 8).

Private Clubs and Health Care Facilities

8.32 The demand for health and fitness activities and the provision of private leisure clubs is projected to continue to rise. Provided such clubs and facilities do not conflict with existing uses they can make a valuable contribution to the vitality of shopping areas, particularly outside normal shopping hours. Small-scale leisure facilities can be appropriate in local centres if they are accessible to all members of the community.

POLICY LR8: THE COUNCIL WILL GIVE FAVOURABLE CONSIDERATION TO PROPOSALS FOR SNOOKER CLUBS, POOL HALLS, FITNESS TRAINING AND OTHER HEALTH AND FITNESS-RELATED FACILITIES:

- A) IN SHOPPING CENTRES OUTSIDE PRIMARY SHOPPING FRONTAGES (PLEASE REFER TO APPENDIX SH1 IN THE SHOPPING AND TOWN CENTRES CHAPTER);
- B) ABOVE SHOPS WHERE THE PROPOSED DEVELOPMENT WOULD BE ACCESSIBLE TO ALL MEMBERS OF THE COMMUNITY; AND
- C) AS PART OF A MIXED DEVELOPMENT.

SCHEDULE OF PROPOSALS : LEISURE AND INDOOR RECREATION

Proposal No.	Location	Policy Ref. No.	Proposal	Comment
lr1	West Ham Town Hall, E15	LR3	Strengthening conference and hotel facilities	No firm proposal
lr2	St Mark's Church, North Woolwich Road, E16	LR5	Development as a museum or an alternative use e.g. visitors' centre	No extant planning permission
MOZ1	Stratford Rail Lands, E15	UR14 LR3	Leisure uses	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ3	Three Mills, Three Mills Lane, E3	LR3	Restoration of listed buildings and establishment of heritage trail	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ4	Abbey Mills Pumping Station, E15	LR3	Improvement and increased public access	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ7	Thames Wharf/Limmo, E16	UR13 LR3	Mixed use including leisure proposals	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ8	Royal Victoria Dock (North Side) E16	LR3	Exhibition centre, conference facility and hotels	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ10	Royal Victoria Dock (South Side) E16	UR8 LR3	Mixed use including leisure (Park development)	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ12	Albert Dock Basin (South Side) E16	UR11 UR12 LR3	Mixed use including leisure proposals	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ13	Albert Dock Basin (North Side) E16	UR2 LR3	Leisure uses	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ14	Former Beckton Gas Works, E16, IG11	LR8	Mixed use including leisure proposals	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ15	Beckton Gateway Site 2, E6	LR2 LR8	A range of commercial leisure uses (e.g. public house, hotel, restaurant)	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
m1	Aldersbrook Hostel, Romford Road, E12	LR1 LR2	Mixed use proposal including hotel	No extant planning permission
m3	Salway Road, E15	LR3	Theatre improvements and Stratford Circus	As referred to in the Urban Regeneration Chapter, Schedule of Proposals. The cinema was completed in 1997. Theatre Royal is due to reopen in autumn 2001. Stratford Circus is due to open in July 2001.
m4	Former ACE Cinema, 126 Carlton Terrace, Green Street, E7	LR2	Mixed use including leisure	No extant planning permission

Proposal No.	Location	Policy Ref. No.	Proposal	Comment
m5	Burford Road, E15	LR2	Employment-generating uses linked to supporting ACE uses.	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
cs8	Brampton Manor Secondary School (Brampton 2000), Roman Road, E6	LR7	Development of new sports centre / hall (including health facility)	As referred to in the Community Services Chapter, Schedule of Proposals