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SCOPE OF CHAPTER

- 10.1 Tourism is an important economic generator as well as a leisure time activity. Well managed tourism can change perceptions of an area, create jobs, increase confidence for residents and businesses, provide new facilities for local people and contribute directly to urban regeneration.
- 10.2 The Council will work closely with the private and voluntary sectors in enhancing existing tourist attractions, and to seek the development of new activities and destinations. Where tourist and leisure developments are planned, the Council will need to balance the aspirations of local residents with the desire to attract tourists.
- 10.3 This Chapter sets out policies and proposals for the promotion of tourism and tourist related proposals and identifies the framework within which the Council will work to develop Newham as a tourist destination. Many of the issues contained in this Chapter interrelate with the topics and policies covered elsewhere in the Plan. The proposed type and location of new leisure facilities are contained in the Leisure and Indoor Recreation, Environmental Quality, Open Space and Outdoor Recreation and Urban Regeneration Chapters.

VISION FOR THE FUTURE

- 10.4 Over the Plan period Newham will establish itself on the East London tourist map with major business and visitor attractions. These will benefit from the Borough's good strategic links by rail and road. The London City Airport provides access to the European market and will be complemented by the development of the International Station at Stratford.
- 10.5 Stratford will have become established as a cultural quarter for East London, based around the Theatre Royal, the cinema and Stratford Circus.
- 10.6 Environmental improvements to Green Street will provide a more attractive setting for this Asian trading centre with a strong emphasis on speciality shops such as fashion, food and jewellery.
- 10.7 The Royal Docks District will be a major destination for visitors to the Borough through the provision of a range of new business, education, leisure and retail activities.
- 10.8 The development of an extensive network of Green Chains throughout the Borough will link wildlife habitats, including local nature reserves and Sites of Nature Conservation Importance, and provide increased opportunities for both residents and visitors to participate in nature conservation.
- 10.9 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 this Chapter.

OBJECTIVES

- 10.10 The Council's planning objectives for tourism are as follows:
- a) to encourage the development of tourism that will contribute directly to the Borough's regeneration;
 - b) to encourage development that will support tourism projects in appropriate locations; and
 - c) to ensure tourist facilities and their use make a positive contribution to the environment, and are accessible to local people as well as visitors to the Borough.

STRATEGY

- 10.11 Stratford, Three Mills, the Royal Docks District and Green Street have been identified as the principal locations for tourist development in the Borough. Development that enhances the attraction of these areas for visitors will be encouraged. Open space, water settings and a unique heritage of listed buildings and other artefacts will be protected, incorporated and enhanced within these focal points.

- 10.12 The lower Lea Valley and the Roding Valley, in particular the Beckton Gateway Major Opportunity Zone, have also been identified as appropriate locations for visitor attractions. Environmental improvements will play a key part in providing attractive and interesting settings.
- 10.13 High quality hotel accommodation will be encouraged in Stratford and the Royal Docks District to support tourist development in these areas.
- 10.14 Tourism related development, which should be accessible to all sections of the community, will be subject to the environmental safeguards set out elsewhere in the UDP. Access by public transport will be encouraged. High standards of design and visual appearance will be insisted upon, as visitors' first impressions of Newham will be framed by what they see and experience at, around, and on the approaches to tourist attractions.

POLICIES FOR TOURISM

Tourist Attractions: Improvement and Development

- 10.15 In order to promote tourism, Newham requires an overall strategy which is in turn part of an East London and London-wide plan for visitors. The term 'tourist/visitor' relates to holidaymakers but also includes business people, and friends and relatives making social visits and can be either domestic or international. The strategy needs to cater for all these groups. To attract large numbers of visitors Newham requires a destination or series of destinations for visitors and potential tourist information points. These destinations need to be places where there is more than one thing to do. To achieve this a number of issues need to be tackled:
- a) upgrading of existing attractions and development of new sites, activities and opportunities which fit together to create 'a day out';
 - b) upgrading of the environment, better signage and improved public transport and physical links to places of interest and the development of trails and walks between points of interest; and
 - c) marketing of new and existing attractions and co-ordinated organisation of the different places of interest.

Focal Points for Tourism

- 10.16 The Borough has four main locations for tourism development. The areas have different assets and potential. The Council wishes to fully exploit these opportunities and build upon what is already there to create vibrant attractive tourist attractions.
- a) Stratford: The emergence of Stratford's cultural quarter and growing evening economy based upon a range of leisure/arts/entertainment activities, provide the basis for the development of arts-related tourism. In addition Stratford's future role as an international gateway and business location will attract business and international visitors and services, such as hotel and conference facilities.
 - b) Royal Docks District: The aim is to secure the comprehensive regeneration of the whole area. New mixed use development including leisure and tourist related activities, the development of Excel, proximity to the Millennium Dome and the expansion of the London City Airport will attract both business and leisure related visitors in this area. Building on the potential of the water and capitalising on the riverside setting, this will be the main location for both business and leisure tourism. These will include a major sports complex or arena, marinas, watersports, historic ships and water events and the Thames Barrier as a visitor attraction.
 - c) Three Mills: This will be the main focus for heritage-based tourism including museums, historical and ecological interpretation, heritage walks and boat trips. The growing cultural industries, film making and outdoor entertainment activities will draw visitors and acts from across the world.
 - d) Green Street: The strong Asian culture of this area gives it potential as a destination for Asian, culture, education and shopping. Leisure attractions, including West Ham Football Club will encourage additional day visits by tourists.

POLICY TM1: THE COUNCIL WILL SEEK THE DEVELOPMENT OF STRATFORD, THREE MILLS (PROPOSAL NO. MOZ3), THE ROYAL DOCKS (PROPOSALS MOZ 8-13 AND MOZ15) AND GREEN STREET AS FOCAL POINTS FOR TOURISM, SUBJECT TO ENVIRONMENTAL AND TRANSPORT CONSIDERATIONS IDENTIFIED

ELSEWHERE IN THE PLAN. WITHIN THESE AREAS THE REPLACEMENT OF EXISTING TOURIST ATTRACTIONS WITH NON-TOURIST RELATED DEVELOPMENT WILL BE RESISTED.

- 10.17 The impact of tourist developments can be negative as well as positive. Through careful planning the Council can ensure that local residents are not adversely affected by factors such as noise, reduced parking and additional strain on the environment. Effective planning and good design can also minimise wear and tear on the physical fabric of visitor attractions and potential overuse leading to the spoiling of valued assets.

Accommodation

- 10.18 The range and type of accommodation provided for visitors should contribute towards promoting Newham as a more attractive visitor destination. Currently provision is limited, and a wider range and type of accommodation is needed to attract overnight visitors, as well as meet the future demands of the local business community and international traveller. Hotel accommodation will be encouraged to locate in the existing commercial centres of Stratford and the Royal Docks District. However, in other areas where accommodation forms part of a larger leisure/mixed use proposal, the Council will give it favourable consideration where there is good public transport accessibility.

POLICY TM2: THE COUNCIL WILL ENCOURAGE PROPOSALS FOR NEW HIGH QUALITY HOTEL ACCOMMODATION IN STRATFORD TOWN CENTRE AND THE ROYAL DOCKS DISTRICT AND WITHIN NEW MAJOR LEISURE AND TOURISM DEVELOPMENTS ADEQUATELY SERVED BY PUBLIC TRANSPORT.

- 10.19 Developers will be expected to demonstrate that the accommodation is intended only for tourists and not for permanent residents. Normally, only developments with adequate off-street car parking and adequate servicing arrangements will be permitted.

SCHEDULE OF PROPOSALS: TOURISM

Proposal No.	Location	Policy Ref. No.	Proposal	Comment
MOZ1	Stratford Rail Lands, E15	TM2	Redevelopment for mixed uses including tourism related uses and hotels	Urban Framework Plan under preparation. Also refer to the Urban Regeneration Chapter, Schedule of Proposals
MOZ3	Three Mills, Three Mills Lane, E3	TM1	Heritage-based development including museums, historical and ecological interpretation walks, boat trips	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ 8-13	Royal Docks District	TM1	Water-and sports-based activities including sports complex or arena, marinas and historic ships based on tourism	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
MOZ15	Beckton Gateway E6	TM1	Primarily leisure-based development of several sites	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
m1	Aldersbrook Hostel, Romford Road E12	TM2	Mixed development including hotel	As referred to in the Urban Regeneration Chapter, Schedule of Proposals
m3	Salway Road, E15	TM1	Stratford Circus and Theatre Royal refurbishment	As referred to in the Urban Regeneration Chapter, Schedule of Proposals