

Supplementary Committee Agenda



**Epping Forest
District Council**

Local Development Framework Cabinet Committee Monday, 3rd October, 2011

Place: Council Chamber
Civic Offices, High Street, Epping

Time: 6.00 pm

Democratic Services: Gary Woodhall
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5. LEE VALLEY WHITE WATER CENTRE ECONOMIC DEVELOPMENT STUDY - UPDATE (Pages 81 - 96)

(Director of Planning & Economic Development) To consider the attached report (LDF-004-2011/12).

N.B. The jointly funded Olympic Regeneration Officer will be giving a presentation on this report. A copy of the presentation will be provided to the members of the Cabinet Committee, and will also be published as a supplementary agenda for this meeting on the Council's website.

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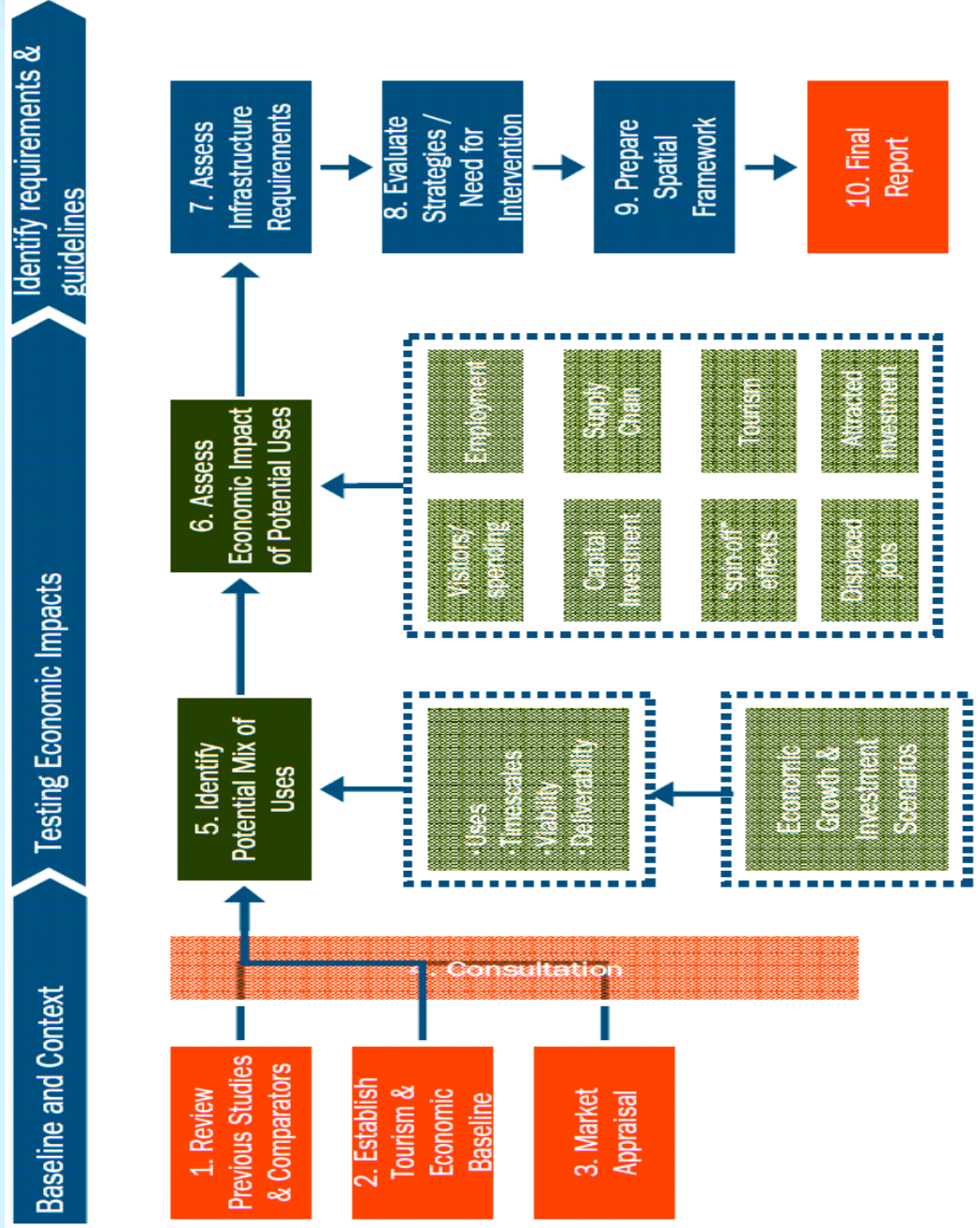
The London 2012 Olympic Games.....

The White Water Centre.....

and the creation of a leisure destination in the Waltham area

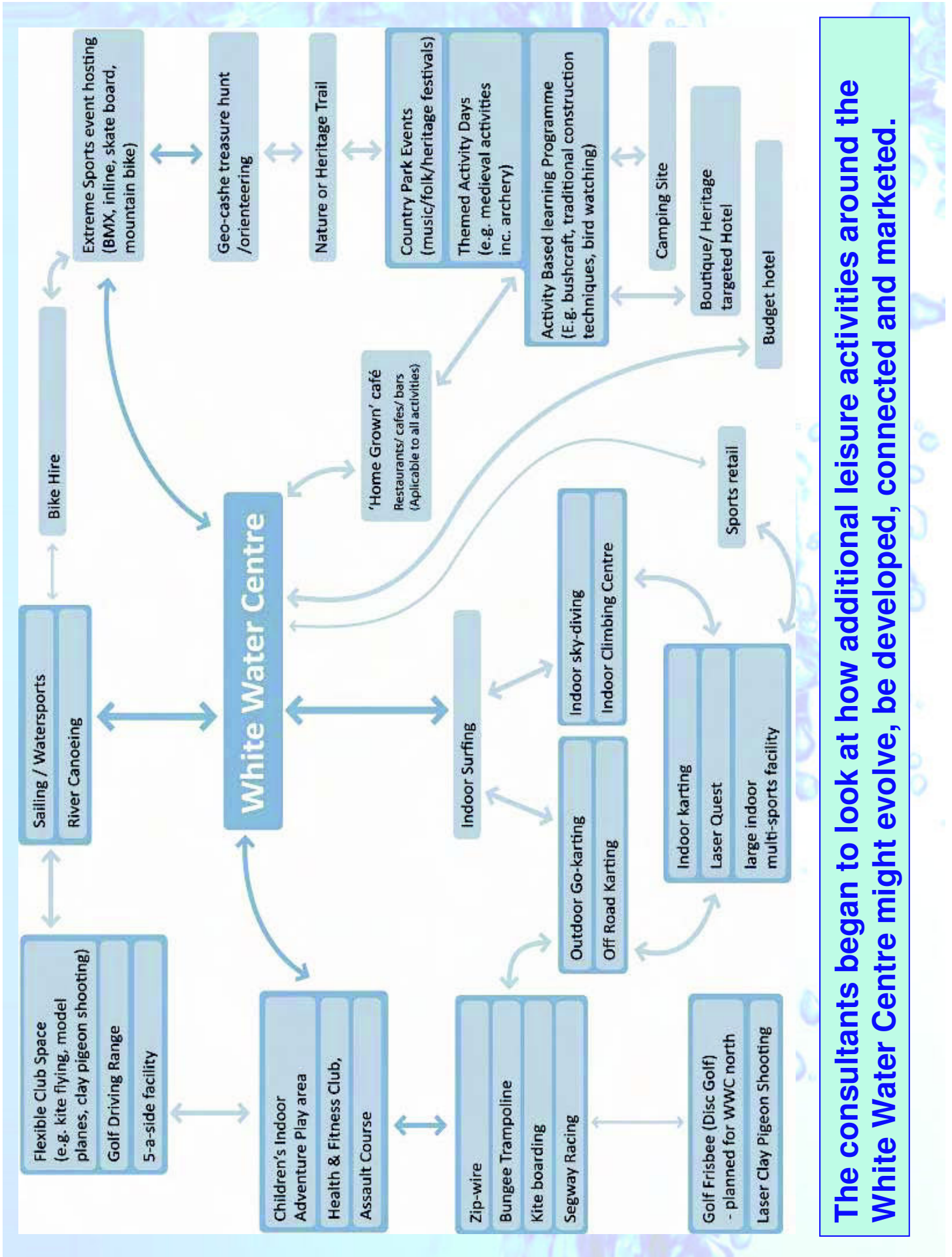


- **In November 2010 a brief was sent out to procure a consultant to produce an Economic Development Study for the White Water Centre.**
- **The aim of the study was to assess and quantify the potential economic impacts the creation of the White Water Centre could have on the area.**
- **Identify opportunities, stemming from the White Water Centre, to enhance the area; including the town centres of Waltham Cross and Waltham Abbey.**
- **The study was also to provide approaches for how to make sure enhancements happen on the ground in the short and long term, and how to maximise them.**

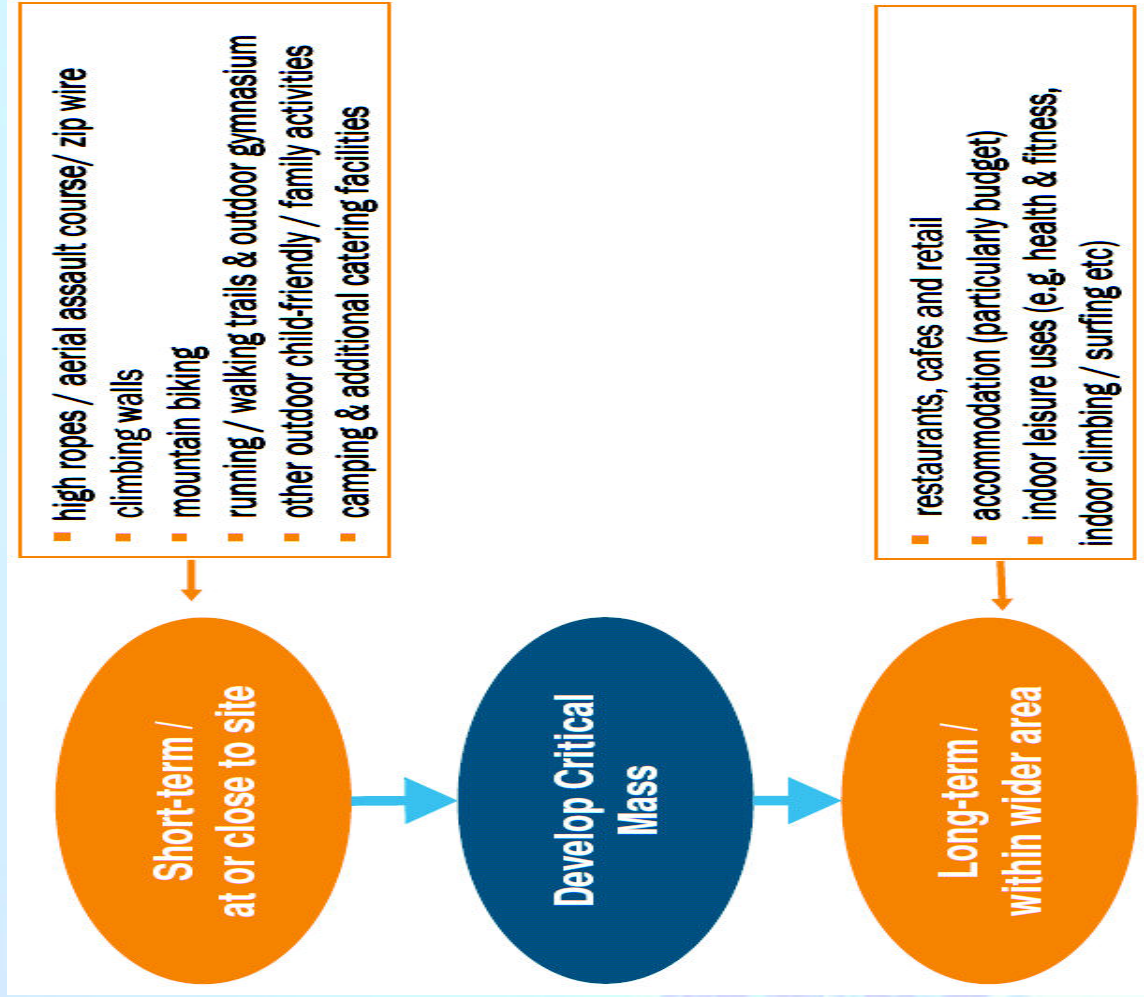


In February 2011 consultants Nathaniel Lichfield were appointed to undertake the study.

- **The initial findings of the consultants was that white water centres, built as isolated facilities in other parts of the world, had little impact on the wider area, creating approximately 50 jobs.**
- **Therefore to create a sufficient regeneration effect in the area would require significantly increasing visitor numbers.**
- **To do this would require the creation of a destination with a large visitor attraction, or the creation of a combination of different attractions.**



The consultants began to look at how additional leisure activities around the White Water Centre might evolve, be developed, connected and marketed.



- **The consultants put forward the concept of building critical mass.**
- **This involves developing a series of low cost activities in the short term until a critical mass of visitors is established, and then a series of mid term larger scale activities are developed.**
- **Once critical mass is again achieved large scale developments can be implemented.**

- **Activities were identified on the basis that they would fit within the Lee Valley Park brand, would not harm the existing Lee Valley offer, and take account of sensitivity issues such as ecological sites.**

- **Activities were proposed that should be introduced in the short term to develop the area as a leisure destination, increasing the critical mass of visitors, before moving into a mid term phase of more substantial development.**

- **In the long term once critical mass is reached again large scale development is implemented.**

| Facility | Location | No. of visitors p.a. | No. of Jobs |
|---|-------------------|----------------------------|----------------|
| Short-term (could be developed immediately) | | | |
| LWWWC/BNU | On/beside LWWWC | 72,000 | ~60 |
| Archery | On/beside LWWWC | 1,000 | <5 |
| Zorbing/Hydro Zorbing | On/beside LWWWC | 2,000 | <5 |
| Zip-wire | On/beside LWWWC | 5,000 | <10 |
| Aerial Ropes Course | On/beside LWWWC | 25,000 | 10 |
| Bungee Trampoline | On/beside LWWWC | 5,000 | <5 |
| Golf Driving Range | Within Local Area | 10,000 | <5 |
| Bike Hire | On/beside LWWWC | 1,500 | <5 |
| Outdoor Climbing Wall | On/beside LWWWC | 2,000 | >5 |
| Golf Frisbee | On/beside LWWWC | 1,000 | >2 |
| Laser Clay Pigeon Shooting | Within Local Area | 2,000 | >5 |
| Paintballing | Within Local Area | 2,000 | >10 |
| Children's Indoor Play area | Within Local Area | 45,000 | >10 |
| Total Short term | | ~173,000 | ~140 |
| Medium-term (requires critical mass of visitors) | | | |
| Indoor Surfing | On/beside LWWWC | 12,000 | >10 |
| Go-karting/Indoor Karting | Within Local Area | 10,000 | <5 |
| Indoor Climbing Centre | On/beside LWWWC | 25,000 | 10 |
| Laser Quest | Within Local Area | 20,000 | <20 |
| Health & Fitness Club | Within Local Area | 180,000 | 30-40 |
| Sailing/Watersports | Within Local Area | 7,000 | <5 |
| Total Medium Term | | ~254,000 | ~90 |
| Long-term (when established leisure destination) | | | |
| Budget hotel | Within Local Area | 35,000+ | 60 |
| Sports retail | Within Local Area | 15,000+ | 10 |
| Restaurants/bars | Within Local Area | ~120,000 | 30 |
| Other large indoor facility | Within Local Area | ~500,000 | 50 |
| Total Potential | | 600,000 - 1,100,000 | 330-380 |

Key

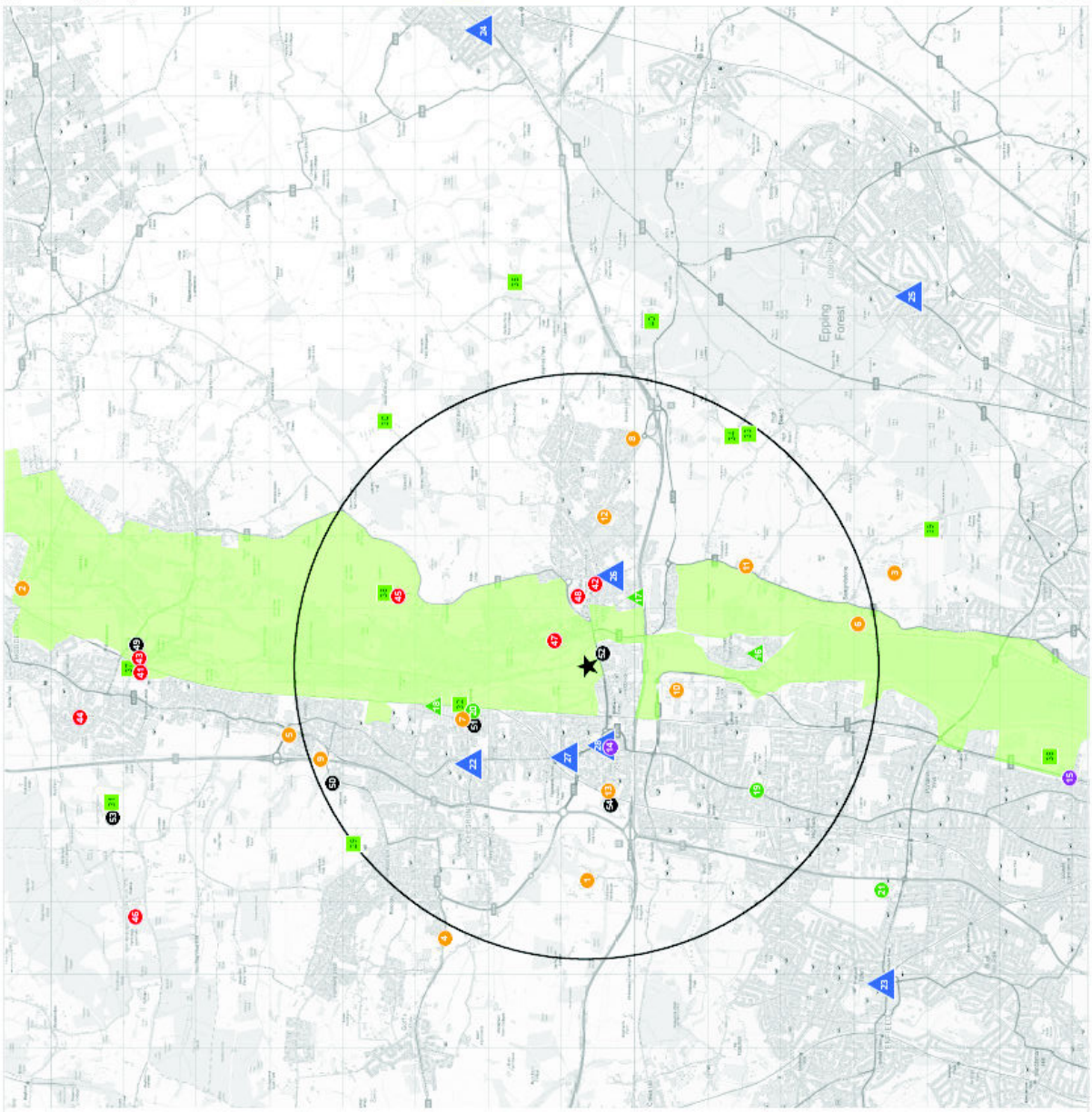
- ★ Lee Valley White Water Centre
- 4km Distance Ring

Services & Facilities

- Accommodation & Conferencing
- Bingo & Cinemas
- Gym
- Leisure Centre
- Retail Centre
- Sport & Outdoor Pursuits
- Visitor Attractions
- Significant Future Developments
- Lee Valley Regional Park

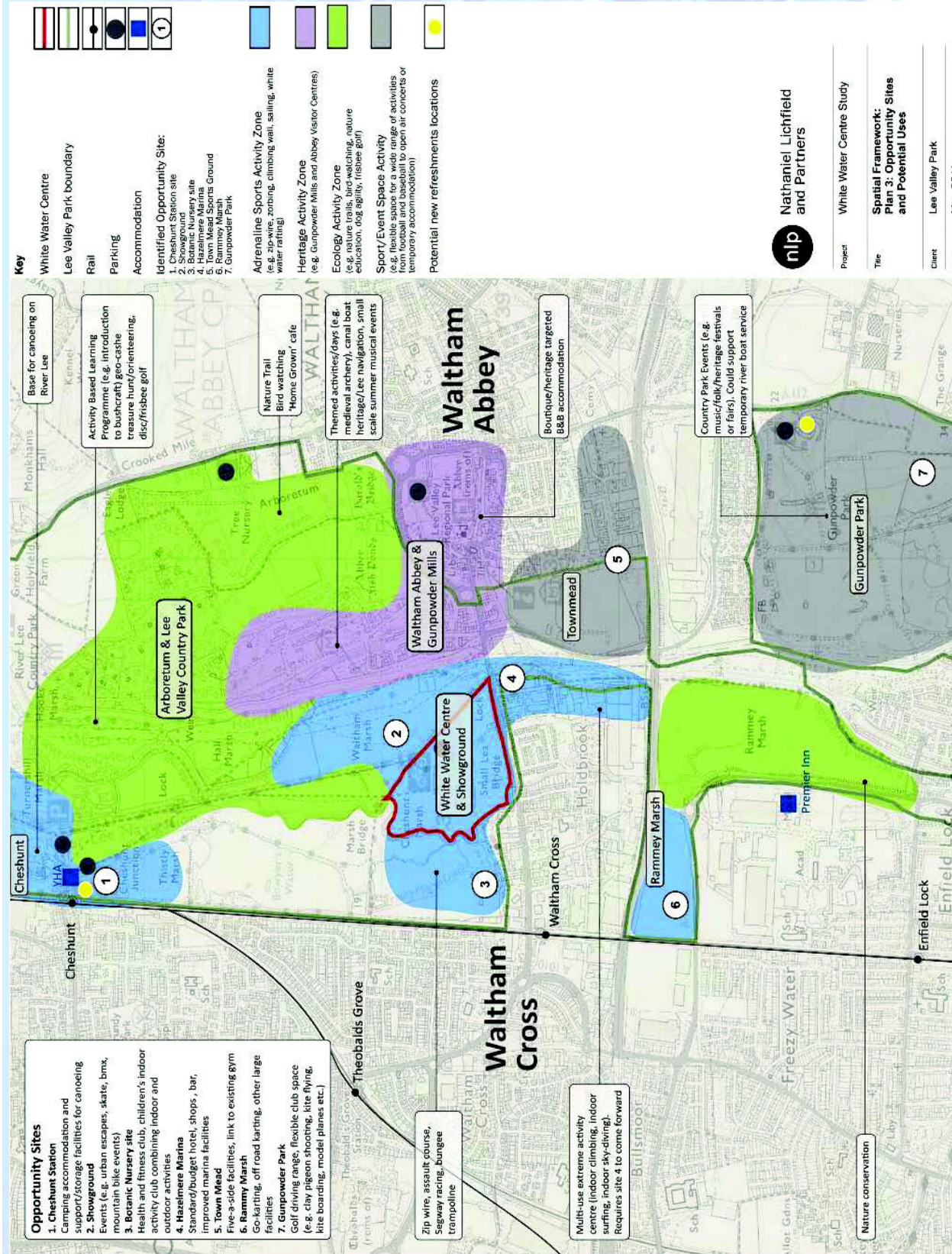


Project: White Water Centre Study
 Title: Services & Facilities Plan
 Client: Lee Valley Regional Park
 Date: 01.02.2011
 Scale: 1:50,000 @ A3
 Drawn by: MAF
 Dwg No: GIS1254E-001
 N
 GIS Reference: SDC1254E - White Water Centre Study (1254E-001)
 Spatial Reference: UTM Zone 30 North, Datum: WGS 1984, Units: Metres
 White Water Centre Study - Version 1.0 - 01.02.2011



1. De Vere - Theobalds Park
2. Doobs Weir Caravan Park
3. Givell Park Conference Centre
4. Goffs Oak Lodge
5. Kade & B&B
6. Lee Valley Campsite
7. Lee Valley Golf Club
8. Merritt Washam Abbey
9. Merritt Washam
10. Premier Inn Enfield
11. Premier Inn Waltham Abbey
12. The Woodlands
13. Goffs Oak
14. Goffs Oak
15. Pickets Lock Cinema and Retail Centre
16. Island Fitness
17. Krunch Gym
18. Monster Gym
19. Abbey Leisure Centre
20. Grundy Park Leisure Centre
21. St. Andrew's Church
22. Chestnut Town Centre
23. Enfield Town Centre
24. Epping Town Centre
25. Washam Abbey Town Centre
26. Washam Abbey Leisure Centre
27. Washam Cross Shopping Centre
28. Chestnut Park Golf Centre
29. Chestnut Park Golf Centre
30. Cavenhambury Camp Lakes
31. Herfordshire Golf & Country Club
32. Herfs Young Manners Base
33. High Beacon Golf Course
34. High Beacon Golf Course
35. High Beacon Riding School
36. Lee Valley Athletics Centre
37. Lee Valley Cycle Hire
38. River Lee Country Park
39. West Essex Golf Club
40. Woodroffe Equestrian Centre
41. Woodroffe Equestrian Centre
42. Epping Forest District Museum
43. Lee Valley Boat Centre
44. Lee Valley Nature Interpretation Centre
45. Lee Valley Park Farm
46. Paradise Wildlife Park
47. Royal Gunpowder Mills & Gardens
48. Royal Gunpowder Mills & Gardens
49. Brockbourne Leisure Pool
50. Greater Brookfield
51. Grundy Park Leisure Centre
52. Hazlemere Marina
53. Herfordshire Golf & Country Club
54. Park Plaza North

Other existing activities in the area were considered and reviewed.

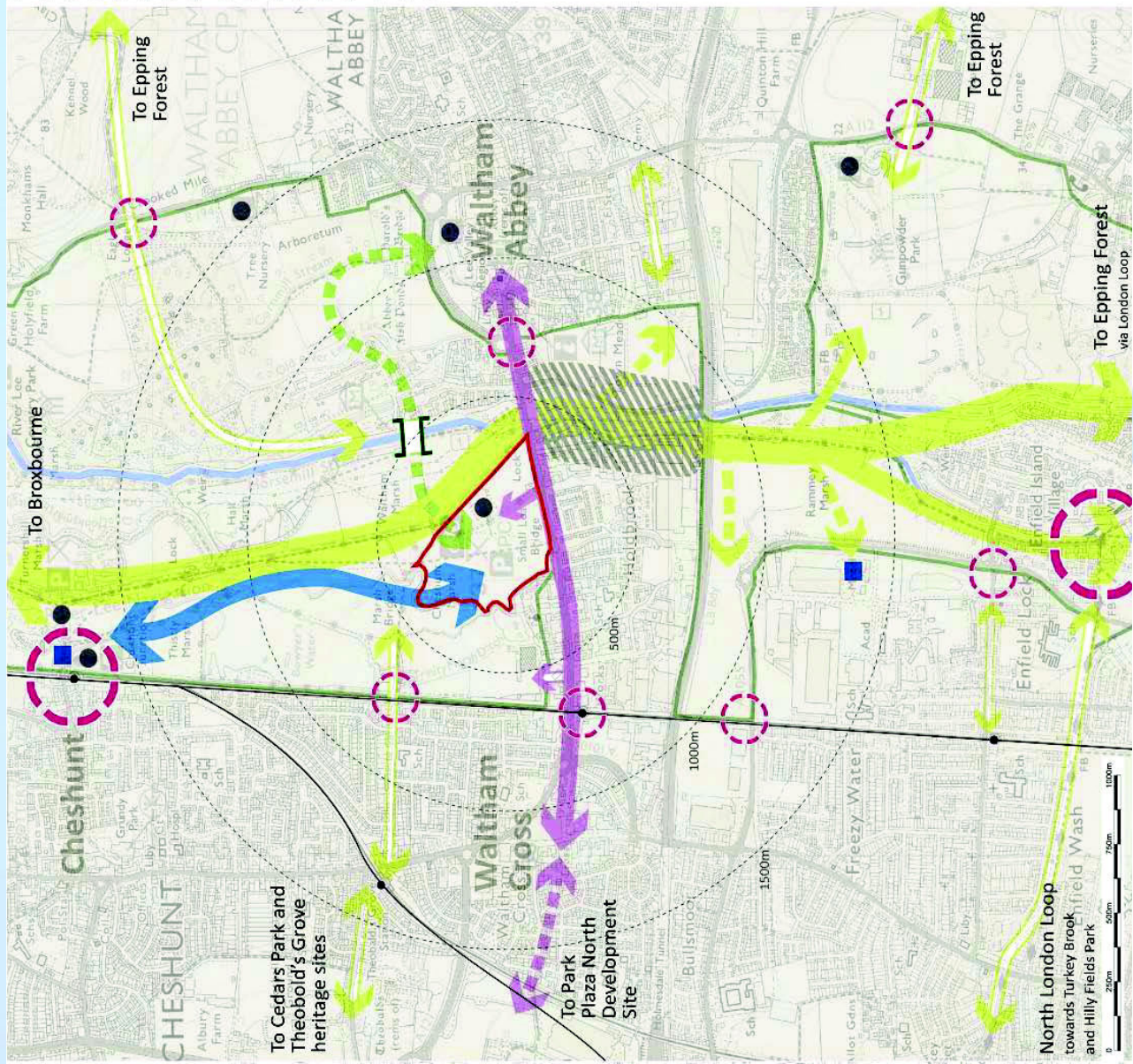


Project: White Water Centre Study
 Title: Spatial Framework: Plan 3: Opportunity Sites and Potential Uses
 Client: Lee Valley Park

Following the review the concept of activity hubs was proposed. Grouped into themes, they include: Adrenaline zones, Ecology zones, a heritage zone, and Sport and event zones. Potential development sites were then identified.

Key

- White Water Centre
- River Lee/Navigation
- Lee Valley Park boundary
- Walking distance
- Rail
- Parking
- Accommodation
- Lee Valley Regional Park gateway point
- Enhance Recreation Corridor
- Priority section of Recreation Corridor
- Recreation Corridor secondary link
- Recreation Corridor potential new link
- Enhance water based activity links
- Enhance Waltham Cross to Abbey Links
- Create new whole family activity link
- Potential new foot/cycle bridge



Nathaniel Lichfield and Partners

| | |
|--|--|
| Project | White Water Centre Study |
| Title | Spatial Framework: Plan 2: Local Linkages |
| Client | Lee Valley Park |
| Date | May 2011 |
| Scale | Site scale bar |
| Drawn by | AF/PBA |
| Dwg No | IL12545/003c |
| <small>Based upon Ordnance Survey mapping with the permission of the copyright's owners. Data © Crown Copyright/Ordnance Survey Licence number 10004</small> | |
| <small>CL12345</small> | |

4 Linkages across the site were identified to make the leisure destination in the immediate area work. A priority area was also identified to make the area work.

- Key**
- White Water Centre
 - Lee Valley Park
 - Roads
 - Rail
 - North London Loop
 - Cycleways/long distance walks
 - Bridleways
 - Water based links (River Lee/Canals)
 - Existing routes connecting ecology sites
 - Existing routes connecting heritage site
 - Gateway from road network
 - Lee Valley Regional Park Gateways
 - Accommodation
 - Existing bridges



nlp Nathaniel Lichfield and Partners

| | |
|----------|---|
| Project | White Water Centre Study |
| Title | Spatial Framework Plan 1: Existing Strategic Links |
| Client | Lee Valley Park |
| Date | May 2011 |
| Scale | NTS @ A3 |
| Drawn by | AF/PBA |
| Dwg No | IL-12545/004b |

Links to the wider area were then considered, including Epping Forest in the east and Theobalds Park in west, that would further develop the area for leisure.

Short-term Actions within the next 18 months:

1. Identify and plan for introducing small-scale activities which could be undertaken by the LVRP on or close to the LVWWC site without significant capital investment & improve the catering offer at the LVWWC.
2. Investigate potential to promote festivals and other events with local partners at/near to the LVWWC.
3. Initiate work on formulating an area masterplan and/or Area Action Plan that sets out parameters for future development around the LVWWC in a more detailed and statutory basis.
4. Produce an investment prospectus to assist in promoting the LVWWC site and nearby sites to prospective operators/developers of larger scale leisure facilities and in identifying private sector partner opportunities.
5. Explore feasibility/viability of some potential leisure activities with operators/developers.
6. Develop a marketing and branding strategy which would allow future developments across a range of activities to be marketed through a single portal, which could also provide links to other local businesses (e.g. accommodation).
7. Seek funding and planning permission for improved pedestrian links to Waltham Cross station and Waltham Abbey town centre via Station Road.

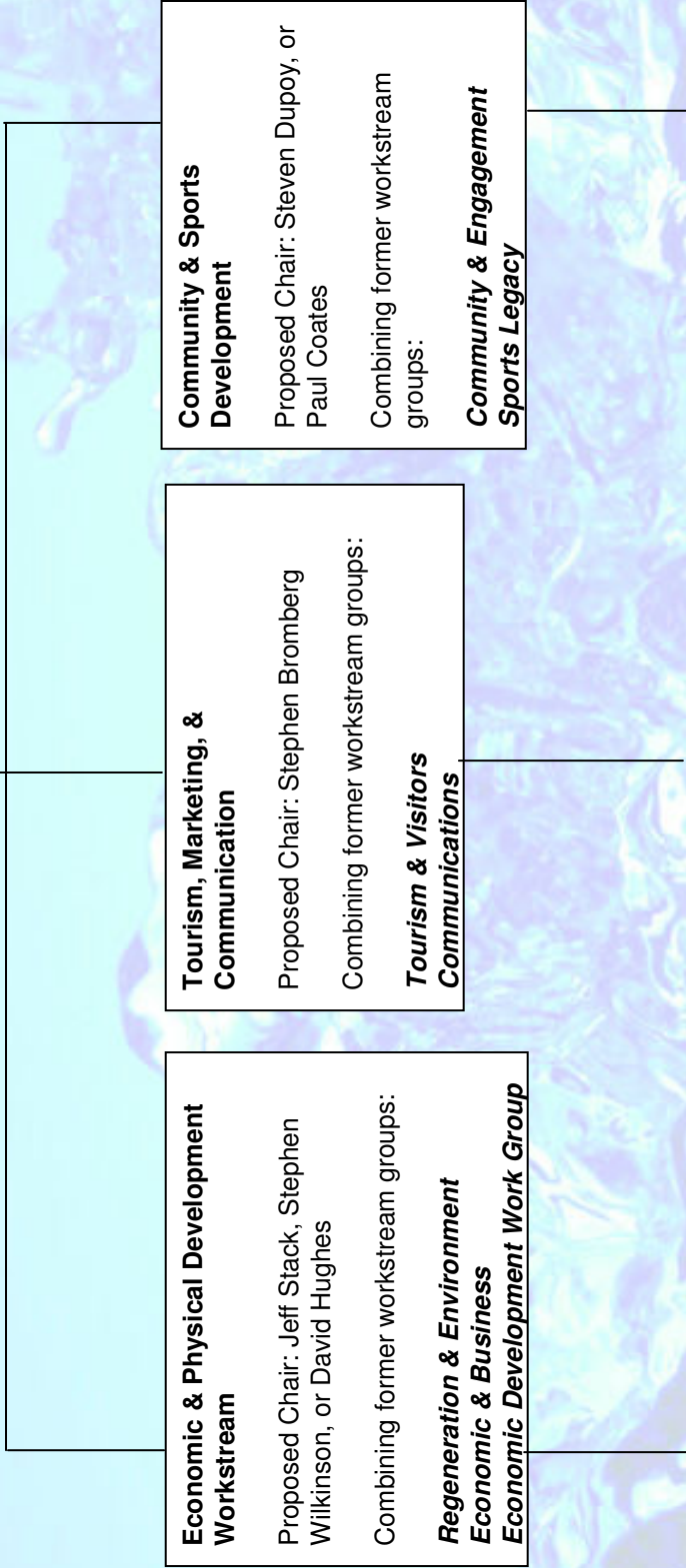
Medium-term Actions - Following the re-opening of the LVWVC to the public in spring 2013, but before the Canoe Slalom World Championships in summer 2015:

1. Implement improvements to local pedestrian routes.
2. Develop further on-site activities at the LVWVC (e.g. a climbing wall, aerial ropes course. Segway racing) as well as offer packages of off-site activities (e.g. mountain biking in the Epping Forest).
3. Develop the ticketing offer and portal, including “all-activity’ passes and tickets for various combinations of activities (e.g. rafting in the morning, mountain biking in the afternoon).
4. Adopt an area masterplan/Area Action Plan, and establish development/partnering agreements with private sector operators where relevant.
5. If necessary, seek planning permissions for relevant sites/facilities to provide greater confidence for private sector partners/developers.
6. Establish job training linkages with local providers and operators and establish combined local recruitment portal to advertise job opportunities at the LVWVC/nearby leisure facilities.

Long-term Actions - In the longer term, following the Canoe Slalom World Championships in 2015:

1. Continue to diversify and add to the range of events and small-scale activities available on and close to the site.
2. Develop ancillary and larger-scale facilities in conjunction with private sector operators and developers.
3. Implement the remaining infrastructure improvements and developments contained in the area Masterplan/Area Action Plan.

The Legacy Board
Decision making body approving actions of workstreams, & monitors action plans.



As the themed work groups of the legacy board progressed it became apparent that they overlapped, information needed to be shared more readily between them, and the study makes recommendations that require actions across all the work groups. On this basis the Olympic Legacy Board agreed a restructure so that it could more readily respond to these issues.

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