

23 March 2022



## Boroughwide regeneration set to take major step forward

Kingston Council's vision for heritage-led regeneration across the borough is set to take a major step forward with transformation plans that promise hugely improved leisure facilities, more affordable homes and a boost for communities and their economies.

As Kingston continues to turbo-charge its economic and community recovery following the pandemic, [councillors will consider proposals](#) at the heart of the 'Reimagining New Malden' initiative that promises to regenerate this part of the borough.

The plans for the Cocks Crescent site behind New Malden High Street include:

- a brand-new swimming pool and leisure centre to replace the ageing Malden Centre.\*
- nearly 350 new homes — with around 35% being 'affordable' housing.
- a new town square.
- almost 3,500 square metres of new commercial space.

The proposals come at the same time as councillors will look to move the regeneration of Norbiton's Cambridge Road Estate a step closer. \*\*

Alongside development partner Countryside, Kingston Council is set to provide 2,170 new homes on the estate, including nearly 940 'affordable' properties. Councillors will look at [further details](#) with the aim of the first phase of the project starting this summer.

This initial stage of the project will see more than 450 new homes built as part of this ground-breaking regeneration project, including 150 for social rent and 15 for shared equity/ownership.

Finally, Kingston's [Planning Committee](#) will be considering the proposal to demolish the Kingfisher Leisure Centre so a brand-new leisure complex can replace it. This comes after the council's Place Committee recently approved the new scheme and the planning application was formally submitted.

The scheme is a major part of the council's 'Transform Kingston' programme and sits at the heart of its heritage-led regeneration of the town centre. It is set to connect the new facility much more effectively with the neighbouring historic library and museum with the aim of attracting more residents and visitors to come and experience the borough's unique history and culture.

### Kingston Council's Leader Andreas Kirsch said:

"These three projects are at the core of so much of what we aim to achieve for the borough and its residents.

"The new community leisure centre in Kingston and the plans for New Malden Cocks Crescent area will regenerate and revitalise two of our town centres at a time when the borough's

economy and its communities need it most. They will also provide accessible leisure facilities fit for the 21st century so everyone has the chance to live happy, healthier lives.

“I am delighted that the Cocks Crescent scheme also promises to provide nearly 350 new homes. There is such a critical need for more housing in the borough – especially affordable housing. We currently have over 900 households living in temporary accommodation and around 3,700 on our housing register for social housing. The fantastic Cambridge Road Estate regeneration scheme will do a great deal to address this, but it will do so much more. It will transform this part of Norbiton, making it safer, greener and more attractive for residents and visitors to enjoy.”

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\* The Malden Centre will remain open until the new facility is completed so residents can have uninterrupted access to a swimming pool and leisure centre.

\*\* In preparation for the regeneration of the Cambridge Road Estate, [Kingston Council's Corporate and Resources Committee](#) will look at a report seeking approval for:

- the Cambridge Road Estate Joint Venture Business Plan, and;
- Phase 1 post-planning viability Business Plan.

Approval of these Business Plans would confirm the strategy for Phase 1 and bring a step closer the redevelopment commencing on-site, subject to s106 agreement and Mayor of London approval.

An important part of Kingston Council's vision to work with residents to deliver new homes, improved outdoor spaces and community and leisure facilities in the borough, plans to regenerate the Cambridge Road Estate comprises 2,170 homes in total, with 45% affordable (on a habitable room basis) and a minimum of an additional 114 council homes.

Planning Committee approval for the mixed-use regeneration masterplan and detailed design for Phase 1 was granted in late 2021 following a successful ballot of residents of the Cambridge Road Estate, who in March 2020 voted overwhelmingly in favour of the plans to regenerate their neighbourhood.

The Cambridge Road Estate regeneration will be delivered through a joint venture between the Council and Countryside Properties (UK) Ltd, a 50:50 partnership. A Limited Liability Partnership has been established to bring forward delivery of the regeneration.