

**MARKETING REPORT**  
Elleray Hall, Elleray Road, Teddington, TW11 0HQ

UPRN 0039

20<sup>th</sup> July 2021



**Purpose of Report**

As part of the Council's planning application to redevelop the existing Elleray Hall site and its redevelopment upon the North Lane car park the Council's Property Services has been asked to submit a marketing report for the new building.

**Property**

The Council owns the freehold of the North Lane Car Park which consists of 0.1ha and is located just opposite the corner of North Place and North Place in Teddington as shown on the plan found at the appendix

**Location**

The property is located in a predominantly residential area of good quality housing. The site is close to Teddington shopping centre; Broad Street is the main retail street

and this adjoins Elleray Road. Teddington railway station is less than ¼ mile from the site.

### **Accommodation**

The current Elleray Hall consists of the following layout:-

Main Hall  
Stage/Podium  
Backstage storage area  
Disused WC  
Men's wc  
Ladies wc  
Entrance/reception

Accommodation linked to the main hall:-

Utility room,  
Office  
Office storage area  
Kitchen  
Toilet and storage area

Extension Building  
Food serving area/Coffee room  
Office  
Activities Room  
Bathroom  
Lounge  
Storage

Car Park  
Garden

The gross internal area is 510 sq m.

### **Current Use**

The site is currently occupied as an elderly persons' day centre and is occupied via a lease by Elleray Community Association.

### **Proposals for the New Elleray Hall**

As part of the Council's proposals to redevelop the site of the current hall it proposes to build a new community centre on the North Lane Car Park. The new hall will consist of the following layout:

### **Accommodation.**

Gross Internal Floor Area - 519m<sup>2</sup>

- Foyer / Reception / Office – 20m<sup>2</sup> & 15m<sup>2</sup>
- Toilets - 2 female / 2 male / 1 disabled
- 2 Specialist rooms – 10m<sup>2</sup> each
- Kitchen - 30m<sup>2</sup>
- Café - 33m<sup>2</sup>
- Lounge - 41m<sup>2</sup>
- Quiet Room – 10m<sup>2</sup>
- Hall & Storage – 143m<sup>2</sup>
- 1st Floor Activity Rooms x 2 – 39m<sup>2</sup> & 28m<sup>2</sup>
- 1st Floor Office /admin – 17m<sup>2</sup>
- Garden - 268m<sup>2</sup>
- External store

## **Use**

The property is intended to be used for the:

- Delivery of health and wellbeing services for older people, as commissioned under the Council's CILS contract.
- Use by other community organisations and promotion of services and events to the public.

## **Marketing**

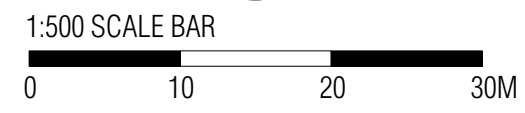
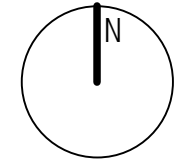
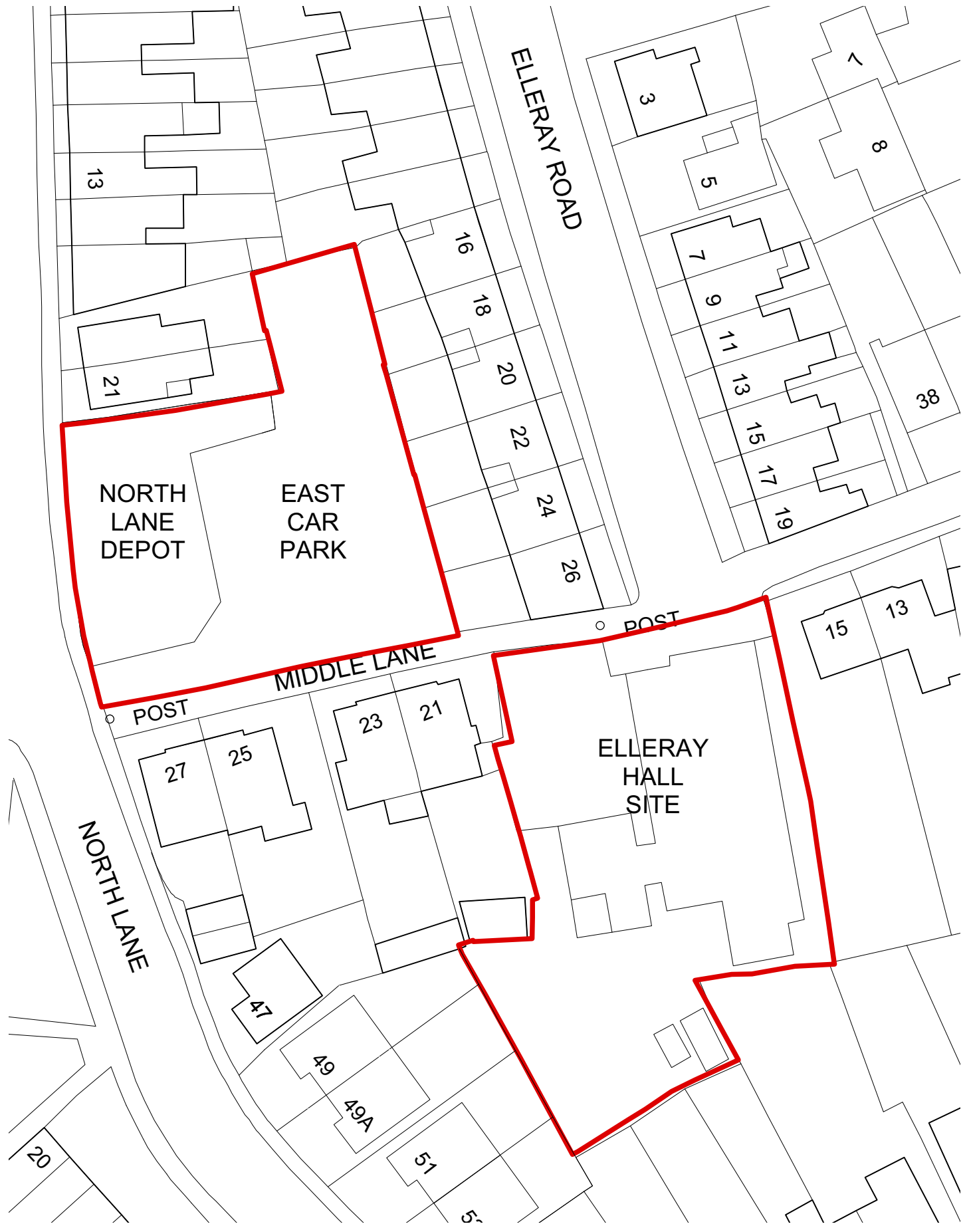
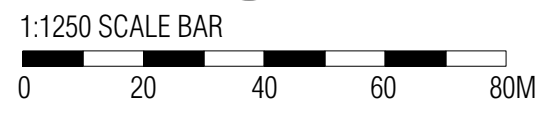
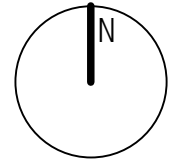
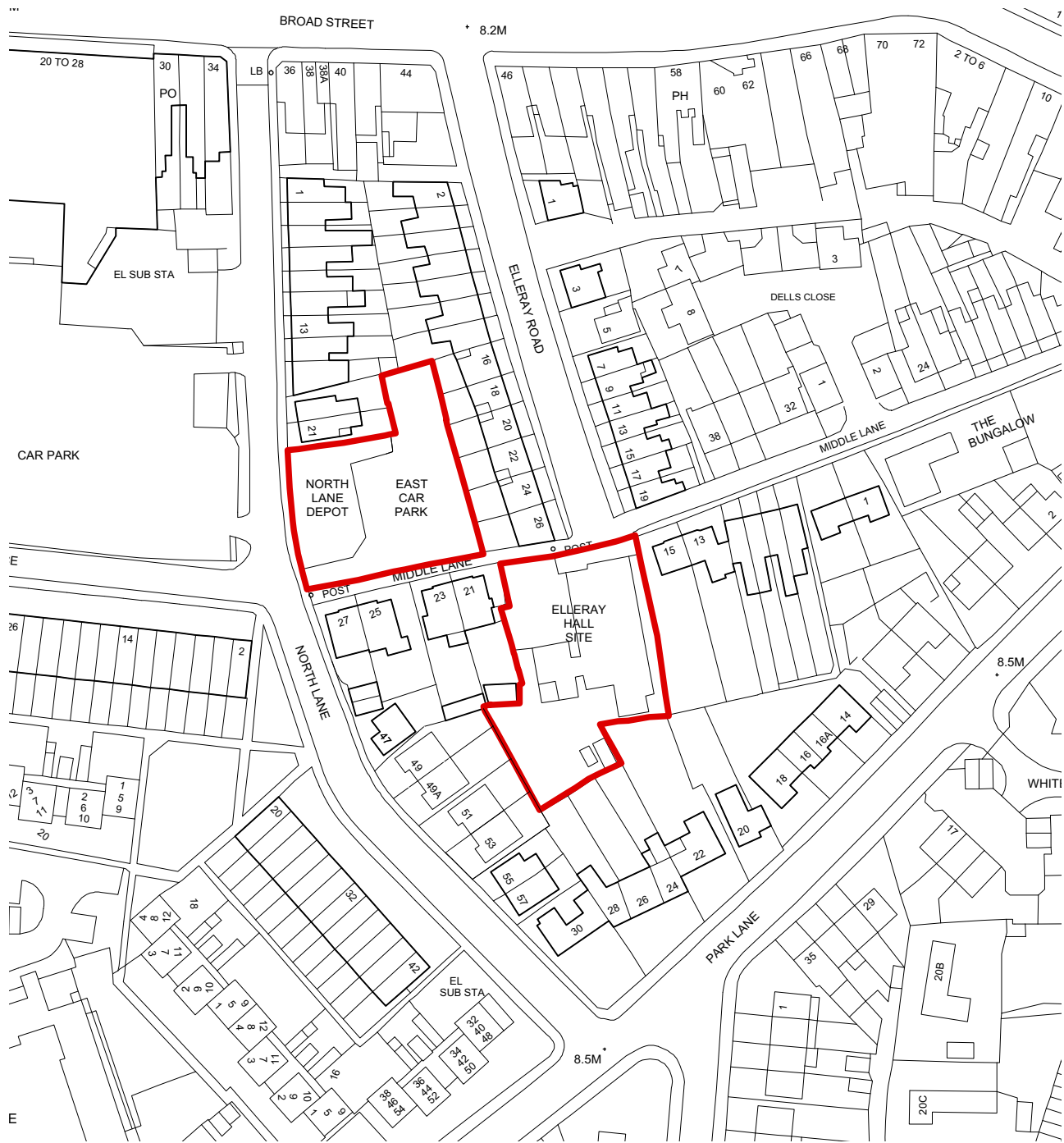
The Council does not intend to market the new community centre as the tenant of the existing centre, Elleray Community Association Ltd, will be relocated into the new building, which will be in better condition, more energy efficient, fit for purpose and of similar size to the existing one. The ECA will be the lead tenant of the property and in conjunction with officers from the Council's Adult and Social Care team, will be obliged to extend the use of the property for other community uses and users.

Terms for the new lease are currently being negotiated and it is expected that the agreements will be signed before construction commences.

The site of the existing Elleray Hall will be redeveloped for affordable housing which will be built out (once the new community hall is practically complete) and managed by a housing association.

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## APPENDIX



**PLANNING**

Project ELLERAY HALL, ELLERAY ROAD, TEDDINGTON, TW11 OHG		
Drawing LOCATION PLAN		
Drawing No. EHT-01	Scale 1:1250/500 @ A3	Date 16.04.2021