


Eastcote Town Centre Improvements

Information Event for Local Independent Businesses
10 May 2016



Introductions

- Welcome
- Presentations: setting the scene
- General Questions & Answers
- One to-One advise and registering interest



Why are we here tonight?

- For you to meet the team;
- To let you know what specialist expertise and financial help will be available to you;
- To share some recent examples which have greatly improved business turnover, and
- To involve you from the start



Town Centre Improvements Team

Helena Webster
Community Engagement & Town Centre Improvements Manager

Lisa Coker
Town Centre Improvements Officer

Hayley Thomas
Town Centre Improvements Officer

towncentres@hillington.gov.uk
01895 556792
www.hillingdon.gov.uk/towncentres



'Repair, Revive & Refresh'

Public realm observations



Repair, Revive & Refresh

Old Christmas lights and wiring



There are old festive lights and wiring overhanging the shop fronts along both sides of the high street. These detract from architectural features



Repair, Revive & Refresh
Street Furniture and High Street Services



New benches are needed. Recycling bins are very shabby. Phone boxes should either be removed or updated.



Repair, Revive & Refresh
Landscaping and Planting



Some of the brick planters are damaged and in a poor condition. Many of the trees are not thriving and in some case damaging the paving



Repair, Revive & Refresh
Example of social seating and new tree pit




Wayfinding & Branding
Legible London Signage




Wayfinding & Branding



Potential for Eastcote ghost signs/directional parking signage

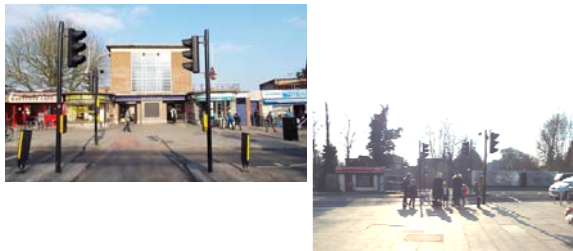


Wayfinding & Branding

Town Centre branding for Northwood Hills




Eastcote Station and Surrounds






Phasing Delivery

Key

Shop front grants 'Phase 1'

Visual Merchandising and Business Support



Shop Front Grant Scheme



Shop Front Grant Scheme

Hayes Town Centre



Northwood Hills



Ruislip Manor



Harefield Village





Shop Front Grant Scheme






Shop Front Grant Scheme

The offer to independent shops is:

- 80% Grant towards the cost of the works up to a maximum of £4,800 for a single unit;
- Free design and project management expertise;
- Access to vetted specialist contractors;
- LBH invoice shopkeeper for the 20% contribution;
- Branded franchises not usually eligible, and
- Support to meet conservation area requirements.


Terms & Conditions include maintaining a good frontage



Shop Front Grant Scheme

If the cost of the improvements is....	Then the Council pays....	And you pay....
£1,000	£800	£200
£3,000	£2,400	£600
£6,000	£4,800	£1,200
Please note, the maximum grant is based on a £6,000 project. So if the project costs more....		
£8,000	£4,800	£3,200
£10,000	£4,800	£5,200

The average grant offered to businesses in Ruislip Manor and Northwood Hills was £3,500.



Shop Front Grant Scheme







Total Cost £5,470
 LBH Grant £4,376
 Shop paid £1,094

Shop Front Grant Scheme







Total Cost £5,150
 LBH Grant £4,120
 Shop paid £1,030

Shop Front Design Team

INTERROBANG

The Team
 Maria Smith - Director

maria.smith@interrobang.london
 ☎ 0203 696 1550
www.interrobang.london




Research and study the local area and it's character.



Meet with shop owners and discuss proposed designs




Identifying local contractors and suppliers to assist with the revival of Eastcote.



Make a final site visit to sign off completed works




Organise shop front developments in groups of 5 to ensure maximum impact



Objectives to brand Eastcote include:

- Building on existing characteristics
- To increase footfall
- To connect local communities



Support for Independent Businesses



Post Office - Retail Awareness




Support for Independent Businesses




The Team:
 Lynda Murray - Managing Director
 Phill Hill - Creative Director

Phill@int-vis.com Lynda@int-vis.com
 007748 333919
www.internationalvisual.com





Retail Visual Support for Eastcote Independent Businesses

Founded in 2007 based in Dundee and London


Owned and managed by Lynda Murray and Phill Hill

Specialists in Retail and Visual Merchandising

One Stop Shop - Design, implementation, consultancy and training

Variety of clients from High Street brands to small independents both UK and abroad

ABOUT US



High Street Stores	Non High Street	International
Marks and Spencer's	Rochdale Council	Sarah Lawrence - Greece
John Lewis	Lambeth Council	Hertie - Germany
Lakeland	Hillingdon Council	Alganhim Industries - Kuwait
Elemis	Islington Council	Hilco - Vienna
Habitat	Lewisham Council	Bogazzi Training Company - Istanbul
Boots	New Lanark	Lotte - South Korea
RSPCA	Glasgow Life	
Thomas Pink	Groundwork	
Allied Carpets	Highgrove	
Charles Tyrwhitt	St Pauls Cathedral	
L K Bennett	V&A	
Top Shop	ACE	
Pringle	Hopetoun House Estates	
New Look	Scottish Antiques Centre	
Fat Face		

OUR CLIENTS

INTERNATIONALVISUAL

HOPETOON HOUSE ESTATE

OUR WORK

INTERNATIONALVISUAL

HIGHGROVE

OUR WORK

INTERNATIONALVISUAL

ST PAULS CATHEDRAL

OUR WORK

INTERNATIONALVISUAL

FLAGGS OXFORD

Before After

OUR WORK

INTERNATIONALVISUAL

FLAGGS OXFORD

OUR WORK

INTERNATIONALVISUAL

SARAH LAWRENCE [GREECE]

Before After

OUR WORK

INTERNATIONALVISUAL

ROCHDALE – BEST DRESSED

OUR WORK

Before After

INTERNATIONALVISUAL

ROCHDALE - BRAGG

OUR WORK

Before After

INTERNATIONALVISUAL

LAMBETH – STREATHAM DIY

OUR WORK

Before After

INTERNATIONALVISUAL

HAYES – FLORIST

OUR WORK

Before After

INTERNATIONALVISUAL

RUISLIP MANOR – THE ART GALLERY

OUR WORK

Before After

INTERNATIONALVISUAL

RUISLIP MANOR – CAZELLE



OUR WORK

Before Before Before

After After After

INTERNATIONALVISUAL

HAREFIELD PETS & GROOMERS

Before
After

OUR WORK


INTERNATIONALVISUAL

Support independent businesses

- Up skill the retailers/staff to create better retail environments
- Teach core/lasting principles for great retail environments
- Inspire and encourage retailers to try new things and work harder to get business and generate sales
- Support business communities who share knowledge, experience and support each other
- Improve the look of the High Street
- Encourage residents to shop locally

OBJECTIVES

INTERNATIONALVISUAL



One to One Store visits

See retailers individually to discuss specific store issues and provide personal guidance.

METHODS

INTERNATIONALVISUAL



WORKSHOPS


Short 50 minute training workshops run at convenient times in local venues.

Topics

- Store design on a budget
- Branding your store
- Promoting your business
- Point of sale
- Customer service
- Re Launching your business

METHODS

INTERNATIONALVISUAL




Retail Safaris

Visit to other towns to gather inspirational ideas to use in your stores.

METHODS

INTERNATIONALVISUAL



NETWORKING

Become a conduit between the retailers and other organisations – Town Centre Management, Colleges, Multiples, Chambers of Commerce and Resident Associations

METHODS

METHODS


Events
Helping to set up and run events in your town to encourage people to shop local.



INTERNATIONALVISUAL


METHODS

REWARD & RECOGNISE
Stimulate interest through running local competitions and getting press recognition for the retailers participating in the project




INTERNATIONALVISUAL

METHODS



We will use various communication tools to create retail groups and provide learning information.

INTERNATIONALVISUAL



HILLINGDON
LONDON

INTERNATIONALVISUAL

Thanks for listening
We look forward to seeing you in your store soon

Eastcote Town Centre Improvements

Any Questions?

Opportunity for general questions
Specific queries can also be discussed 1:1 with consultants and officers

We look forward to Reviving, Repairing and Refreshing Eastcote!



HILLINGDON
LONDON