

Briefing Note: Town Centres Scheme

Executive Summary: This briefing note, and attachments, is intended to provide the Corporate Services and Partnerships POC with oversight of the extensive programme of work on which the Council is engaged to enhance Hillingdon's town centres in the period leading up to 2018.

RECOMMENDATION: That the briefing note on the Town Centres Scheme be noted.

1. There is a clear relationship between the physical quality of high streets and town centres and their success as centres for both commercial and civic activity. By combining major physical improvements with long-term engagement of shop keepers, we can ensure that town centres and local shopping parades throughout the Borough continue to thrive as centres of civic and economic activity. This is the rationale behind the 'Total Approach' to town centre regeneration endorsed by Cabinet in June 2011.
2. The 'Total Approach' delivers a co-ordinated approach to appropriate growth, viability and regeneration of town centres in Hillingdon to maximise the scope and impact of Council and wider external investment. This approach recognises that to ensure a town centre is successful there are a number of the elements which need to be brought together, including:
 - A raised profile and an improved public image;
 - Wider use and increased spending within local centres;
 - Lower crime and anti-social behaviour;
 - A more successful mixed-use economy with a range of goods and services; and,
 - Easy access to parking, especially short-stay such as Stop and Shop.
3. The Council's 'Total Approach' continues to demonstrate intent and commitment to well informed and intelligent regeneration which will make a real difference, rather than going for 'quick wins.'
4. This has been achieved by focussing activity and investment as part of a long-term commitment to regenerating all of Hillingdon's town centres. This approach succeeded in gaining grant awards totalling £2,735k from the Greater London Authority (GLA) for Northwood Hills and Ruislip Manor town centres. These town centres have been transformed through public realm improvements and shop front grants, resulting in increased footfall and business growth.
5. The Major Scheme grant award of £4,964k from Transport for London (TfL) will ensure a bright future for Hayes town centre, with public realm works started in February 2015 and phased to complete in Spring 2017, with the aim of complementing extensive private sector mixed use investment and the economic benefits derived from Crossrail.
6. Further Crossrail Complementary Measures funding as outlined within this report will also build on the Yiewsley and West Drayton (TfL) funded £2,428k major scheme completed in 2014/15.
7. Over the period up to 2018, it is proposed to deliver targeted improvements at key 'Gateway' entrances to our town centres in order to make these locations more welcoming and encourage civic pride. This activity will prioritise Uxbridge Road, Hayes as the 'Eastern

Gateway' focusing initially between Craven Close and Warley Road at the heart of the parade. Proposals have also been scoped for improvements at the western end of Uxbridge High Street which would improve links to Fasnidge Park and replace the 'tired' planter beds and paving at the Tesco entrance of the Pavilions Shopping Centre.

8. The popular shop front grant scheme will be extended to support more independent traders at Harefield Village Centre and Eastcote Town Centre with further potential to support smaller neighbourhood parades such as Ryefield Avenue in Hillingdon, as part of the long term 'Inspiring Shopfronts - Increasing Footfall' initiative.
9. With an excellent track record of delivering the Greater London Authority funded projects at Ruislip Manor and Northwood Hills town centres on time and on budget, we will continue to actively pursue all sources of additional external funding to maximise the return on investment and add value to planned activity.
10. Concurrent with the larger scale public realm works planned up to March 2018, it is proposed to continue to actively help smaller independent businesses in high streets and parades throughout Hillingdon by creating 'Stop and Shop' schemes to provide shoppers with 30 minutes free parking.
11. In addition to the programme envisaged under the original commitments made by Cabinet in 2011 and 2015, the Council is also embracing the opportunities provided by activities in and around Uxbridge, spearheaded by the regeneration of the former RAF Uxbridge site as St Andrews Park, and aspirations for Uxbridge to become a Business Improvement District. More projects and programmes are likely to ensue on the back of this other work.

APPENDICES

Appendix A

Current Schemes - individual overviews of a selection of work in the recent programme

Appendix B

An example of a presentation given to local Ward Members, businesses and residents in Eastcote which highlights the shop-front and visual marketing work, one aspect of the many workstreams of the Town Centres Team

Hayes & Harlington Station and Subway (Crossrail Complementary Measures from April 2016 to spring 2018)

Overview

1. As reported to Cabinet 19 March 2015, alongside the funding of the Crossrail project, including the many improvements to the rail lines, the associated infrastructure and the stations themselves, both Crossrail Limited and TfL recognised the need to set aside funding ahead of Crossrail services starting in 2018 to improve the areas around the stations, enhancing the urban realm nearby to ensure that the new stations were properly and attractively integrated into their surroundings. Crossrail and TfL expect strong involvement in the design of the scheme which could impact on the project timescale.
2. In July 2014 London boroughs with stations along their section of the Crossrail route were invited to submit bids for the funding to undertake these complementary urban realm improvements. Steer Davis Gleave were appointed to complete a detailed technical feasibility report, initial concept design and supporting cost estimates for the bid submission (see over for outline plans)

Actions

3. Funding to progress design development is available for 2016/17. In preparation for this we will need to tender for design and architectural multi-disciplinary expertise to provide a set of achievable, ambitious and high quality design proposals for public realm works to be implemented by the Council's term contractor commencing from spring 2017. This will include:-
 - Recommendations for a palette of good quality, low maintenance materials for surface finishes, street lighting and street furniture, tree planting and landscape specifications consistent with current TfL streetscape guidance;
 - Options for upgrading the pedestrian subway linking the station to Blyth Road and the prestigious £250m Old Vinyl Factory development of the former EMI site to achieve a contemporary look and feel which also addresses personal safety perceptions, especially at night;
 - Working closely with the Council's term contractor to prepare a realistic budget and programme of works, including lead-in times for specialist goods or services.

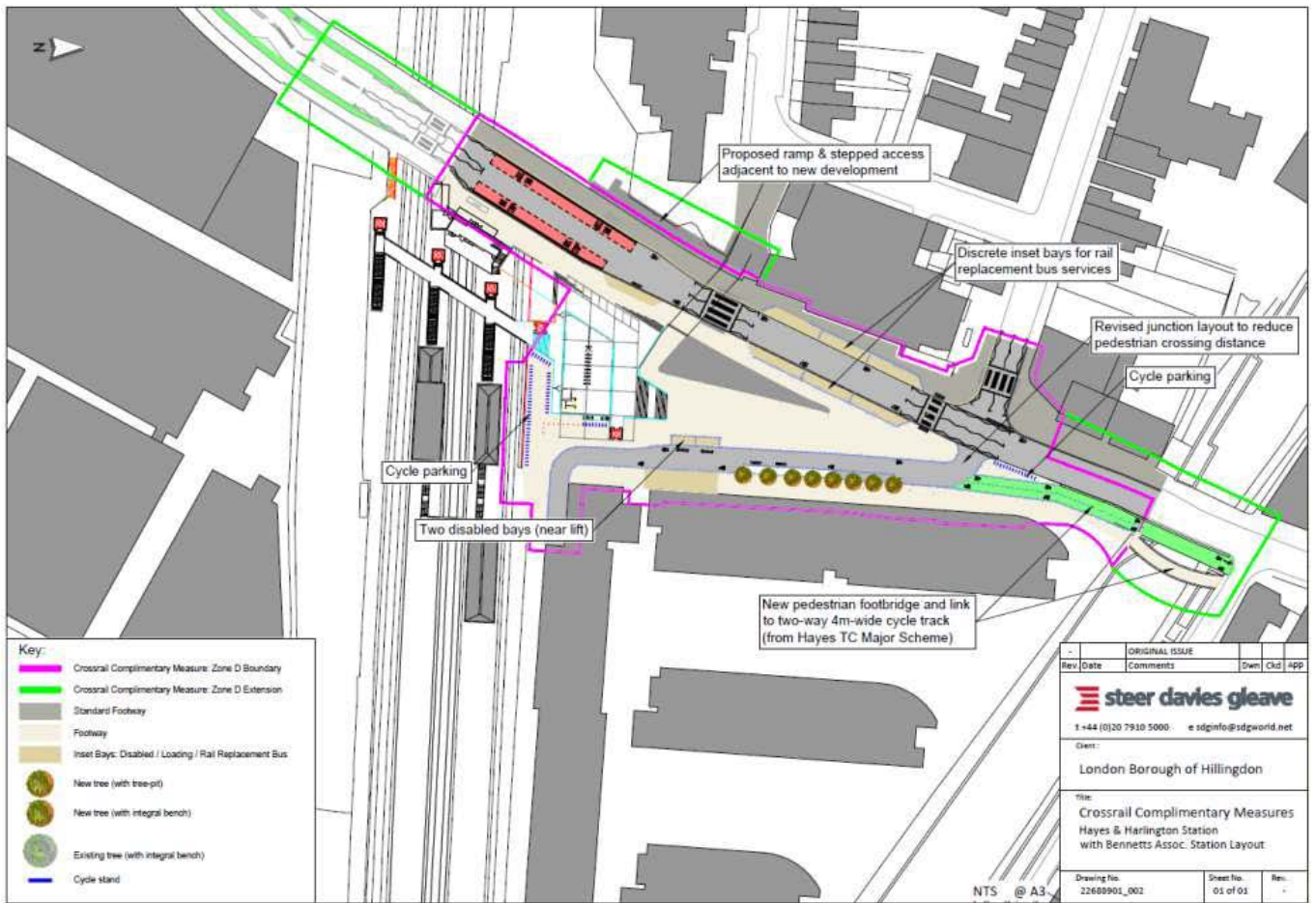
Funding (£2,594,000 all years)

4. In a letter to the Council dated 14 November 2014, TfL advised that in the case of Hayes & Harlington, TfL and Crossrail had decided to fund the work as an addition to the £6m Major Scheme now underway within Hayes Town centre. The full budget of £2,594,000 is made up as follows:-

Item & Source	2015-16	2016-17	2017-18
Design Development (TFL)		£ 200,000	
Construction (TFL)			£1,600,000
Construction match funding (S106)			£ 794,000
TOTAL		£200,000	£2,394,000

Decision Making/Approvals

Issue	2015-16	2016-17	2017-18
Design/Architectural tender acceptance	Jan 2016		
View on concept designs & material palette		June 2016	
Information on public consultation/feedback		Sept 2016	
Approval of final design for implementation		Dec 2016	
Funding approvals and capital release		Mar 2017	
Updates on project progress/risks/issues			tbc
Celebration of completion and official opening			tbc



Hayes & Harlington: Proposed view from Station Approach

Hayes Town Centre Improvements Botwell Canal Bridge Boardwalk: project initiation from July 2015

Overview

1. The Hayes Station Crossrail Complementary measures submission included a proposal to part-fund improvements to the existing road bridge over the Grand Union Canal with contributions from both the Hayes Town Centre Major Scheme budget and the Crossrail Complementary Measures budget. Collectively these would allow a low-cost option (£100k) to 'open up' the views of the canal.
2. Above and beyond this there is an opportunity, with interest and financial development support from TfL to explore the potential of creating a 'board walk' pedestrian bridge section as an extension of the bridge, with stunning views down the canal towards the east. The primary objective of the bridge improvements is to create:
 - An improved urban realm providing a distinctive gateway and much improved linkage between the existing town centre with the wider regeneration of Hayes and Harlington Crossrail station;
 - The introduction of cycle lanes on either side of the bridge, creating over one kilometre of continuous cycle lane provision in both directions, and
 - Improved visibility and connection between the high street and the canal, highlighting the proximity to the canal side vista. This will also promote the improvements undertaken to the canal as part of the canal network programme.

Actions

3. The next steps will be to tender for specialist and inventive architectural and engineering support to further develop these concepts and confirm deliverability and costs. We expect this to include the following key tasks:
 - Review all existing structural information and available documentation;
 - Develop and illustrate basic concept options to determine the preferred design concept;
 - Development of sketch construction sequence for preferred concept, in sufficient detail to confirm a viable build, and
 - Production of a detailed funding proposal which narrates the key issues, options considered, deliverability, benefits, risks and strategic added value to successfully secure additional funding from TfL. This will include an outline programme of works.

Funding (30k for development only and estimated £1m construction)

4. £30k for development cost has been included within the 2015/16 TfL LIP allocation to the Council. The project has an estimated design and build cost of £1m which requires verification.

Item & Source	2015-16	2016-17	2017-18
Design Development (TFL)	£30,000		
Construction (TFL) indicative		£450,000	£550,000
TOTAL	£30,000	£450,000	£550,000

Decision Making/Approvals

Issue	2015-16	2016-17	2017-18
Design/Architectural tender acceptance	July 2015		
View on concept designs	Sep 2015		
Approval of final design for TfL submission	Nov 2015		
Funding approvals and capital release		Mar 2016	
Updates on project progress/risks/issues		Sep 2016	tbc
Celebration of completion and official opening			tbc



The Parades, Hayes (Uxbridge Road, Eastern Gateway) from April 2015 to Spring 2018

Overview

1. The Uxbridge Road, Hayes (A4020) Eastern Gateway is a phased programme of capital public realm improvements planned to start design development from late spring 2015 and complete works in spring 2018. The ambition is to make this a streetscape conducive to a parade where people want to spend time and money. Uxbridge Road, Hayes is a minor town centre stretching from the A312 Parkway interchange roundabout in the east to Lansbury Drive close to the Beck Theatre and Uxbridge County Court to the west. Although this is a key gateway approach at the eastern end of the borough, currently this is a somewhat anonymous town centre with no clear name or identity acting as a corridor of the main busy Uxbridge Road (A4020).
2. Improvements planned within Uxbridge Road, Hayes will focus initially on the area, including the service road between Warley Road and Shakespeare Avenue and encompass lighting, paving, landscaping, ground modelling, street furniture and signage to raise the perception of the area and create a 'High Street' environment that is welcoming, safe and accessible whether you are walking, driving, cycling or using public transport;

Actions

3. An internal project team representing Highway Engineers, Town Centre Improvements, Borough Architects, Street Lighting and Landscape Architects has been set up to produce concept designs and a material palette for consideration by the Cabinet member/s. Further actions would include:-
 - The Cabinet Member's view on the GLA suggestion to prioritise Uxbridge Road, Hayes as a strategic submission to the new High Street Fund. This may also complement TfL LIP funded feasibility to improve connectivity at The Grapes junction ;
 - Assessing the viability to further reduce the 20mph limit within the service roads to create a simplified shared zone tailored to this specific location to improve safety and create better civic space;
 - Working closely with colleagues in Corporate Finance and the GLA Regeneration team to ensure that these works can be offset against the New Homes Bonus funding,

Funding (£3,021,000 all years)

4. Funding through the New Homes bonus and Council Resources have been identified for this scheme. The GLA have also indicated that they would be interested in this initiative being extended to Hillingdon, Long Lane as a strategic submission to the new High Street Fund being launched later in the year. £40-50k revenue funding would be available from the new GLA commissioning fund to procure economic intelligence to support a bid.

Item & Source	2015-16	2016-17	2017-18	2018-19
Public Realm (New Homes Bonus)	£606,000	£1,125,000	£1,077,000	213,000

2015-16 Financial Profile (subject to capital release approval)	Cost
Preliminary works including CDM, Safety Audit	£ 25,000
Footways and kerbs	£302,150
Resurfacing service road	£ 72,900
Street Lighting upgrades	£ 11,000
Street Furniture & trees	£ 21,250

Other Costs (fees, contingency and 'Stop & Shop' scheme)	£ 74,039
Sub-total (Capital)	£506,339
Further upgrades (subject to Member approval and capital release)	£100,000
TOTAL	£606,339

Decision Making/Approvals

Issue	2015-16	2016-17	2017-18	2018-19
View on GLA feedback to prioritise the Uxbridge Road as a strategic bid to the GLA	Jun 2015			
View on concept designs	Aug 2015			
Approval of preferred design (1 st phase) for implementation from Jan 2016	Oct 2015			
Feedback on GLA Strategic bid, subject to view in June, ahead of submission (estimate Dec 2015)	Nov 2015			
Update on GLA High Street Fund outcome and review of scope/extent of delivery	Feb 2016			
Updates on project progress/risk/issues		tbc	tbc	tbc



Part Oblique Street View of the Parades



Street View of the Parades



Street View of the Parades with Tree Scene

The Local Parades of Hayes
existing views

Key concepts to be considered within the design:-

- Use street furniture (lighting, seating and trees) to reinforce the formality of the parade;
- Create a greatly reduced speed zone (10-15mph);
- Screen the main Uxbridge Road with low maintenance planting, and
- Potential for iconic lettering of the era to be incorporated into The Parades, Hayes signage



Uxbridge High Street (Uxbridge Western Gateway) from January 2016 to Spring 2017

Overview

1. The proposal is to transform the western gateway approach to Uxbridge town centre and realise the full economic benefits of residential, retail and commercial growth at this end of the High Street. Improvements, with preliminary work scoped to start March 2016, will focus on public realm works at the main pedestrian gateway to the Pavilions shopping centre. The majority of the footway paving dates from the 1980s, and could benefit from being taken up and re-laid. Higher quality paving may be appropriate to tie in with other fairly new paving and to align with the Conservation Area status of the area.
2. A stop and shop scheme already operates, but minor refinements could be achieved as part of bus stop alterations. This includes removing the two large raised planter beds that attract litter and which would then allow some worthwhile changes to the bus stop and parking layouts. In addition to the above proposals, the Cedars and Grainges multi storey car parks are due to undergo significant improvement works. Work will include structural repair and maintenance, provision of new signage and lighting, redecoration and also the installation of high quality "pay on foot" facilities for motorists. Pay on foot facilities are an enhancement that allows motorists to pay only for the time they use in the car park and the system removes the worry of receiving a fine for over staying.

Actions

3. Following confirmation from the Cabinet Member that we continue to plan for implementation March 2016 (as directed 12 March 2015) an internal project team representing Highway Engineers, Town Centre Improvements, Borough Architects, Conservation, Street Lighting and Landscape Architects would be initiated to:-
 - Prepare concept designs and a material palette of good quality, low maintenance materials for surface finishes, street lighting, street furniture, tree planting and landscape specifications to enhance the conservation status of the area for consideration by the Cabinet member/s
 - Work closely with the Council's term contractor to prepare a realistic budget and programme of works, including lead-in time for specialist services;
 - Review and confirm with the Cabinet member as to whether any shop front grant element should also be offered;
 - Consult on changes to the parking layouts and collaboration with London Buses to complete any modifications to the bus stop locations, and
 - Liaise with colleagues in Corporate Finance and the GLA Regeneration team to ensure that these works are offset against the New Homes Bonus funding.

Funding (£357,000 estimate)

Item & Source	2016-17
Public Realm (New Homes Bonus)	£357,000

2016-17 Preliminary Financial Profile (subject to capital release approval)	Cost
Preliminary works including CDM, Safety Audit	£ 25,000
Footways and kerbs	£136,054
Resurfacing and anti skid	£ 63,100
Street Lighting upgrades	£ 8,700
Street Furniture & trees	£ 37,986
Other Costs (fees, contingency and 'Stop & Shop' scheme)	£ 86,160
TOTAL	£357,000

Eastcote Town Centre Improvements (April 2016 to spring 2018)

Overview

1. Work on developing the scheme will commence from September 2015 to ensure that it is tailored to meet the specific needs of Eastcote and in preparation for the launch of the shopfront grant scheme from April 2016. In line with the 'Total Approach' to town centre regeneration and in tandem with planning for the shop front grant launch, officers will conduct an Eastcote town centre 'health check' in September to identify any other issues which may be impacting on the vitality of the town centre, such as parking, vacant shops and public realm improvements.
2. Ahead of the Eastcote launch we plan to tender for specialist shopfront design expertise to take forward roll-out of the shop front grant programme. We have an excellent working relationship with Designed by Good People who led the original pilot in Hayes in 2011/12 and have since overseen the transformation of shops within Ruislip Manor, Northwood Hills and Harefield. Whilst we expect to continue working with Designed by Good People it would be prudent to tender to ensure that:
 - a) we continue to obtain maximum value for money for this specialist service, and
 - b) we have a pool of trusted designers to hand to sustain the shop front grant programme to our exact quality and price expectations, if Designed by Good People were unable to meet our service requirements for any reason.

Actions

3. Actions are expected to include:
 - Preparation of tender documents for forward delivery of the shop front grant scheme up to March 2019 (not solely for Eastcote)
 - Proposed eligibility boundary and extent of local engagement (i.e. newly formed Eastcote Chamber of Commerce and Ward Councillors) agreed with the Cabinet Member;
 - Officers speaking to every business within the eligible area to introduce the scheme and distributing easy to read information about how to apply;
 - Hosting an evening event, at a high street location, which all the eligible businesses are invited to attend where they can meet officers and relevant consultants to find out more, ask questions and register their interest;
 - Expertise from our partners, International Visual, who assist businesses with their shop front displays and events/initiatives to promote local shopping. Delivery funded through the £100k High Street Grant Award received by the Council in March 2012 has been rephased to allow for this, and
 - Complementary public realm streetscape improvements scoped with sources of funding for consideration by the Cabinet Member/s.

Funding £397,000 (indicative shop front grant scheme subject to tender)

Item & Source	2016-17	2017-18
Shop front Improvements (LBH & New Homes Bonus)	£137,000	£217,000
Public Realm improvements to be scoped and costed	tbc	tbc
International Visual business support & events (LBH revenue)	£ 23,000	£ 20,000
TOTAL(excl public realm tbc)	£160,000	£237,000

Decision Making/Approvals

Issue	2015-16	2016-17	2017-18
Approval of Shopfront Grant design tender recommendation	Dec 2015		
View on Eastcote eligibility boundary and	Dec 2015		

required engagement			
View on complementary public realm concept for consideration	Mar 2016		
View on promotional material/publicity to launch the Eastcote shop front scheme	Apr 2016		
Approval of final public realm design/ materials palette		Jun 2016	
Updates on project progress/risks/issues		Sep 2016	tbc
Celebration of completion and official opening			tbc



West Drayton Station and Bridge (Crossrail Complementary Measures from April 2015 to spring 2017)

Overview

1. West Drayton is one of two existing overground rail stations (the other being Hayes & Harlington station) which are being upgraded ahead of Crossrail services commencing in 2018. In order to gain the most from the Crossrail investment, the immediate surroundings of the stations, need to be integrated with the new rail infrastructure to deliver an enhanced urban realm and transport interchange for the public. The key driver for the Crossrail Complementary Measures is to improve connections between the station and the surrounding area including provision of a new footbridge from Horton Road to enhance access from the north and opening up the canal towpath to unlock much improved access from the south east.
2. The principal challenge is creating a public transport interchange within the confines of the existing West Drayton station site and in particular:-
 - Maintaining an accessible bus stop which limits vehicular parking in the immediate area;
 - Retaining as many mature trees as possible;
 - Removing the existing retail units immediately west of the main station building which would enable improved cycle/disabled parking and encourage greater use of the existing High Street shops;
 - Restricted access from the High Street which currently balances the demands of both pedestrians and buses/vehicles;
 - Ambitions to integrate West Drayton "branding" within the rail bridge alongside much needed lighting, cleaning and pigeon mitigation, and
 - Creating new access routes over and alongside the canal which are safe and welcoming during the day and night.

Actions

3. Funding to progress design development is available for 2015/16. In preparation for this a specification has been drafted and planning underway to tender for design and architectural multi-disciplinary expertise to provide a set of achievable, ambitious and high quality design proposals for public realm works to be implemented by the Council's term contractor commencing from spring 2016. This will include:-
 - Recommendations for a palette of good quality, low maintenance materials for surface finishes, street lighting and street furniture, tree planting and landscape specifications consistent with current TfL streetscape guidance;
 - Options for upgrading the Rail Bridge to include prominent West Drayton branding and lighting improvements to the pedestrian environment which achieve the "Gateway" recognition that this bridge warrants during the day and evening. This will require a licence agreement with Network Rail as owners of the bridge.
 - The design for a new access route from the north by creating a footbridge over the canal.
 - Provision of a new Canal tow path between Horton Bridge Road and Station Approach to accommodate pedestrians and cyclists

Funding (£1,625,000 all years)

4. In November 2014, TfL advised that an allocation of £1.6m had been allocated to improve the area around West Drayton Station. The full budget is made up as follows:-

Item & Source	2015-16	2016-17
Design Development (TFL)	£150,000	
Construction (TFL)		£1,450,000
Construction match funding (S106)		£ 25,000
TOTAL	£150,000	£1,475,000

Decision Making/Approvals

Issue	2015-16	2016-17
Update on Project progress with Crossrail	Jul 2015	
View on concept designs & material palette	Oct 2015	
Information on public consultation/feedback	Dec 2015	
Approval of final design for implementation	Jan 2016	
Funding approvals and capital release	Feb 2016	
Updates on project progress/risks/issues		Aug 2016
Celebration of completion CCM		Mar 2018



Existing Bridge



West Drayton Station as is and as planned



Ryfield Avenue Local Parade Pilot Launch from Sept 2016 to complete March 2018

Overview

1. This is a small parade of 14 shops serving a local catchment of the Oak Farm estate. The intention is to see whether investment in a small parade can make a difference.

Shop front grants:

There are no original shop fronts remaining. There is scope to undertake a concept design for the whole parade and use this as a starting point for dialogue with businesses and other stakeholders and for setting grant criteria.

The external facia above the 1920's parade is very shabby and needs repainting although the original tiles on the roof looked to be in good condition. All of the shops have private forecourts. We would like to include both these elements within the scope of the improvements. There is scope for distinct Ryefield Avenue signage on the brick wall of Shayonara Newsagents and Stobys Fish and Chip shop to give the parade a clear identity and distinguishing feature.

2. Public Realm Improvements:

The Parade did not seem to be very well lit. Additional streetlighting has been included within the cost estimates. We witnessed prevalent 'double parking' even when spaces were available. There is no short-stay 'stop and shop' provision and very few cars were moved whilst we were on site indicating that they belonged to the shop owners and/or staff. A coherent plan to maximise parking will be developed. There are currently six trees but some of these could be better sited enabling access to the Costcutter parking.

Actions

3. Actions are expected to include:
 - Site visit April 2016 to update on the condition of the parade, occupancy parking issues etc and ahead of agreeing scope of eligibility boundary and extent of local engagement appropriate to the scale of the project with the Cabinet Member;
 - If wanted by the Cabinet member a survey of residents within the local catchment for their views on how frequently they used the shops, general perception etc. This could be used as a benchmark to gauge the success of the project;
 - Officers speaking to every business within the eligible area to introduce the scheme and distributing easy to read information about how to apply;
 - Hosting an evening event, at a high street location, which all the eligible businesses are invited to attend where they can meet officers and relevant consultants to find out more, ask and questions and register their interest;
 - If wanted by the Cabinet Member expertise from our partners, International Visual, who assist businesses with their shop front displays and events/initiatives to promote local shopping.
 - Complementary public realm streetscape improvements scoped with sources of funding for consideration by the Cabinet Member/s.

Funding Indicative Costs total £345,404

Item & Source	2016-17	2017-18
Public Realm (paving, benches, trees including fees (TfL)	£ 45,000	£150,772
Street Lighting upgrades (TfL)	£ 30,000	
Stop and Shop Parking scheme (TfL)		£ 20,000
Shop front Grant Scheme (LBH New Homes Bonus)	£ 20,000	£ 60,000
Project contingency & inflation		£ 19,632
TOTALS	£ 95,000	£250,404

Decision Making/Approvals

Issue	2016-17	2017-18
Agree scope of project including view on a local residents short survey	May 2016	
Shopfront Grant launch and parade 'branding'	Aug 2016	
View on public realm concept designs	Oct 2016	
Updates on project progress/risks/issues	Mar 2017	Sep 2017
Celebration of completion and official opening		Feb 2018
Feedback follow up survey to measure impact		Mar 2018

Ryefield Avenue

(Images from site visit early afternoon Wed 18th Feb)



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

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'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



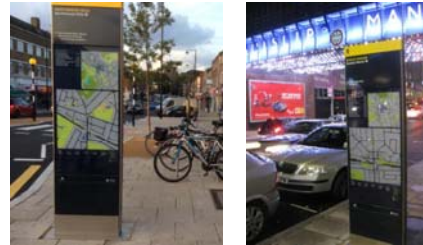
Some of the brick planters are damaged and in a poor condition. Many of the trees are not thriving and in some case damaging the paving



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



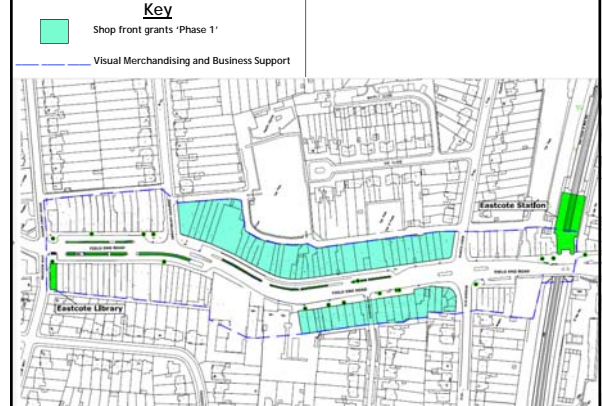
Town Centre branding for Northwood Hills



Eastcote Station and Surrounds



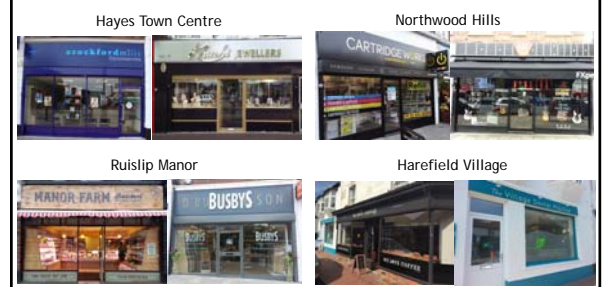
Phasing Delivery



Shop Front Grant Scheme



Shop Front Grant Scheme



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

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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

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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

Marks and Spencer's
 John Lewis
 Lakeland
 Elemis
 Habitat
 Boots
 RSPCA
 Thomas Pink
 Allied Carpets
 Charles Tyrwhitt
 L K Bennett
 Top Shop
 Pringle
 New Look
 Fat Face

Non High Street

Rochdale Council
 Lambeth Council
 Hillingdon Council
 Islington Council
 Lewisham Council
 New Lanark
 Glasgow Life
 Groundwork
 Highgrove
 St Pauls Cathedral
 V&A
 ACE
 Hopetoun House Estates
 Scottish Antiques Centre

International

Sarah Lawrence - Greece
 Hertie - Germany
 Alganhim Industries - Kuwait
 Hilco - Vienna
 Bogazzi Training Company - Istanbul
 Lotte - South Korea

OUR CLIENTS

INTERNATIONALVISUAL

HOPETOON HOUSE ESTATE

OUR WORK

INTERNATIONALVISUAL

HIGHGROVE

OUR WORK

INTERNATIONALVISUAL

ST PAULS CATHEDRAL

OUR WORK

INTERNATIONALVISUAL

FLAGGS OXFORD

OUR WORK

Before
After

INTERNATIONALVISUAL

FLAGGS OXFORD

OUR WORK

INTERNATIONALVISUAL



SARAH LAWRENCE [GREECE]

OUR WORK

Before
After

INTERNATIONALVISUAL

ROCHDALE – BEST DRESSED






Before After

OUR WORK

INTERNATIONALVISUAL

ROCHDALE - BRAGG






Before After

OUR WORK

INTERNATIONALVISUAL

LAMBETH – STREATHAM DIY

Before After

OUR WORK

INTERNATIONALVISUAL

HAYES – FLORIST






Before After

OUR WORK

INTERNATIONALVISUAL

RUISLIP MANOR – THE ART GALLERY









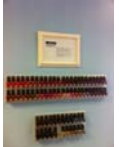
Before After

OUR WORK

INTERNATIONALVISUAL

RUISLIP MANOR – CAZELLE


Before Before Before

After After After


OUR WORK

INTERNATIONALVISUAL

HAREFIELD PETS & GROOMERS



Before



After

OUR WORK


INTERNATIONALVISUAL

OBJECTIVES

- 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

INTERNATIONALVISUAL

METHODS



One to One Store visits

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

INTERNATIONALVISUAL

METHODS



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

INTERNATIONALVISUAL

METHODS



Retail Safaris

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

INTERNATIONALVISUAL

METHODS



NETWORKING

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

INTERNATIONALVISUAL


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



METHODS


INTERNATIONALVISUAL

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





METHODS

INTERNATIONALVISUAL



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

METHODS


 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!

