



Better Harrow

Joining the Dots and Creating a Buzz

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Background

- **Residents' Panel** has been around for 2 years
- **Knowledge** developed by panel around projects, regeneration, and history of Harrow.
- **Ideas to make regeneration a success** have been discussed – including meanwhile uses.
- **Change is slowly happening** within the Heart of Harrow – new independent businesses, new mix of residents moving to the borough.
- **Communication** including 'Better Harrow' website, some articles in the press, consultation events, pop up shop.



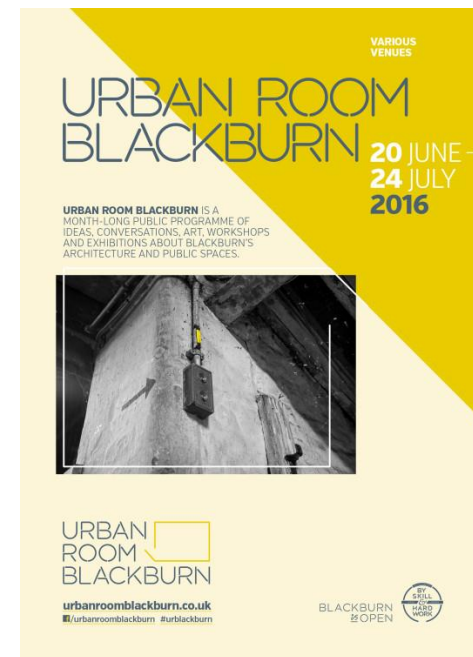
Challenges

- **Frustration** from the Residents' panel, few ideas have been put into practice with limited updates on actions (e.g. what success did the pop up shops have?) – opportunities to deliver meanwhile uses have been missed.
- **Projects and events feel disparate** and are progressing in isolation without being unified under a single banner of regeneration.
- **Excitement and buzz** around regeneration around has not been sustained – people not being brought along on the journey.
- **Other issues** to make regeneration a success being ignored – feeling safe, drugs, anti-social behaviour, youth engagement, future employment.



Our Ideas - Communication

- **Communication and branding** are a key issue relating to both council led and non-council led projects – this needs to be improved.
- **Permanent presence** required in two town centres.
- **Better Harrow notice boards** or screens in both Harrow Town Centre and Wealdstone Town Centre. To include regular updates on regeneration / regeneration map / shops and businesses map / culture map / events calendar.
- **Better Harrow Urban Room** which charts history of Harrow as well as planned changes – to act as an exhibition + engagement. To include models / photographs / drawings / visuals.
- **Presence at events** such as Pinner Fair, Harrow Food Festival, Half Marathon / Steam on the Underground / Switching on Xmas Lights.
- **Better Harrow branded hoarding** to tie together all council (and non council) developments.



Other Ideas



- **Routemaster & Cream Tea bus tours** around Harrow Borough with commentary, stopping at key points of interest. Use local suppliers for catering.
- **Engaging youth** – talking to local schools to present regeneration and gather ideas. Appoint young people to act as walking tour guides or to provide a presence at the Urban Room. Discuss opportunities for apprenticeships with local 16-18 year olds. Coordinate with Ignite / Wealdstone Centre/ Football Club.
- **Branded decoration** such as bunting / wayfinding / business window stickers / marked entrances into town centres / JCDeaux advertising boards
- **Pop up venues** such as cinemas / theatres / bars / restaurants to cater for the new population moving to the area AND market these events well.
- **Guerilla gardening** events to improve grass verges, traffic islands and other small green spaces.

Deliverability

- **NOW** is the right time to begin initiating ideas and being joined up between the individual sites to bring existing residents on the journey of change.
- **Many existing events and spaces could be exploited** – it just requires someone to join the dots.
- **Much work has already been done** in the form of ideas / research / drawings / models / knowledge.
- **Cater to new residents and businesses** moving to the area – remember these people are taking a punt on Harrow and encourage a safe nighttime economy.



Deliverability

- **Sites** – focus efforts within two town centres to create the buzz with sign posts to other sites / Use council sites such as Wealdstone Car Park / Approach landlords for empty retail units e.g. Esquires Coffee in St Georges
- **People** – Engage with local youth to act as ambassadors or tour guides (Ignite, Wealdstone Centre)/ work with local businesses / Corporate Volunteers / local community groups / ask residents' panel to unlock opportunities.
- **Funding** – We think meanwhile uses / improved communication / branding – should pay for itself in supporting better regeneration and so the Council should be prepared to spend some money in innovative ways, however if this is a real issue look at crowd funding, charity involvement or companies to run events at a profit.



Next Steps

- **Accountability** – You said / we did to provide update.
- **Improved branding and communication.**
- **Social media:** Dedicated Twitter / Facebook / Instagram accounts and pages.
- **Reassurance to local population** that regeneration will be of a high quality – communication about the Design Review Panel and Residents' Panel.
- **Support local business** by relaxing rules on street furniture for restaurants and cafes to create animated streets.

