

**Appendix 1 – Wembley 12 month plan**

SUMMARY OF 12 MONTH TOWN CENTRE MANAGEMENT PLAN WEMBLEY TOWN CENTRE ( WEMBLEY HIGH ROAD AND WEMBLEY PARK DRIVE )					
Project	Areas for Action	Resource	Partnership	Objectives Met	Measures for Success
<b>1. Businesses sharing responsibility and accountability for both Wembley High Road and Wembley Park District</b>	<ul style="list-style-type: none"> <li>- Improved business ownership of local issues via Wembley High Road Business Association (WHRBA) and the emerging network of businesses in Wembley Park District</li> <li>- Improving digital skills</li> <li>- Health Checks updated 2017</li> </ul>	WHRBA & WPDBA established.	WHRBA WPDBA  Regeneration and Environment services	RETAIL	<ul style="list-style-type: none"> <li>- Quarterly meetings set up with all Wembley Business Associations</li> <li>- Mandate of aims and objectives agreed</li> <li>- Health Checks complete</li> <li>- Website development CIL dependant</li> <li>- Training monitored :               <ul style="list-style-type: none"> <li>• Business rates and how that works</li> <li>• Visual merchandising</li> <li>• Digital Skills Training</li> </ul> </li> </ul>
<b>2. Priority to monitor event days and usage of the High Road and Park Drive</b>	Close working partnership with Wembley Stadium, local traders in Wembley High Road to draw footfall.	Officer time  WHRBA business network identify investment.	WHRBA WPDBA Wembley Stadium  Quintain	RETAIL	<ul style="list-style-type: none"> <li>- footfall counter installed</li> </ul>
<b>3. Look and feel of Wembley High Road is often compromised by waste and illegal dumping.</b>	<ul style="list-style-type: none"> <li>- Enforcement and education to improve compliance whilst understanding business needs.</li> <li>- joint working with internal departments</li> <li>- responding to ASB , waste , recycling , Car Park usage, unlawful estate agents boards , regulatory cases, park mark , pdf of car parking, involving communities &amp; external stakeholders</li> <li>- Love Where You Live Campaign to tackle the levels of waste and community engagement</li> </ul>	Officer time from a number of teams would need to be prioritised in a coordinated campaign.	WHRBA WPDBA	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- Council service standards monitored</li> <li>- individual issues raised by businesses are logged and feedback given to them</li> </ul>
<b>4. Seasonal Marketing campaign</b>	Supporting WHRBA to find sponsorship to develop a seasonal marketing programme, which includes seasonal lighting, events, festivals and markets to help attract new audiences in to the High Road and other parts of the area.	Officer time /capital investments to be secured e.g. CIL, GLA, Match funding	WHRBA WPDBA	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- Footfall and dwell time</li> <li>- Eating and drinking guide for Wembley (CIL dependant)</li> <li>- Sponsor sought for festive lighting , events &amp; festivals</li> <li>- Further promotion of Wembley using array of marketing platforms</li> </ul>
<b>5. Shopfront improvement and wider business support made available</b>	Pilot shopfront programme to create a more inviting and appealing entry into each area.  Accompanied by a robust business support programme which includes visual merchandising, marketing and promotion.	Officer time/ capital investments to be secured e.g. CIL, GLA Quintain skills Programme	WHRBA WPDBA	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- Set up awards to identify notable businesses.</li> <li>- pilot shopfront complete</li> </ul>
<b>6. Landlord Partnership</b>	Working closely with landlords to manage/ help reoccupy empty spaces along the High Road	Officer time	Landlords WHRBA WPDBA Co-star	ECONOMY	<ul style="list-style-type: none"> <li>- Database of landlords</li> <li>- Written communication with landlords regarding future plans of retail units</li> </ul>
<b>7. Promoting available parking in the area</b>	Campaign to promote the available parking opportunities to visitors within the Town Centre	Officer time	WHRBA WPDBA	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- Promotion of car parking on web page and distribution of pdf to businesses</li> </ul>

**Appendix 2 – Ealing Road 12 month plan**

SUMMARY OF 12 MONTH TOWN CENTRE MANAGEMENT PLAN EALING ROAD					
Project	Areas for Action	Resource	Partnership	Objectives Met	Measures for Success
<b>1. Businesses sharing responsibility and accountability for Ealing Road</b>	- Improved business ownership of local issues via Ealing Road Traders Association ERTA. - Health Checks updated 2017	ERTA established.	ERTA  Regeneration and Environment services	RETAIL	- Quarterly meetings set up with all ERTA Associations -develop aims and objectives - seek private funding - Health Checks complete - Website development (CIL dependant) Plus training <ul style="list-style-type: none"> <li>Business rates and how that works</li> <li>Visual merchandising</li> <li>Digital Skills Training</li> </ul>
<b>2.Priority to monitor event days and usage of Ealing Road</b>	Close working partnership with ERTA & establishing usage of Ealing Road	Officer time  ERTA business network identify investment.	ERTA Along with working with WHR & WPD business associations	RETAIL	- Footfall tracker installed to inform future decisions
<b>3. Look and feel of Ealing Road is often compromised by waste and cleansing issues.</b>	- Enforcement and education to improve compliance whilst understanding business needs. - joint working with internal departments - Responding to ASB , waste , recycling , car park usage, unlawful estate agents boards , regulatory cases, park mark , pdf of car parking, involving communities & external stakeholders - Love Where You Live Campaign to tackle the levels of waste and community engagement	Officer time from a number of teams	ERTA	ACCESSIBLE & ATTRACTIVE	- council service standards monitored - individual issues raised by businesses are logged and feedback given to them
<b>4. Seasonal Marketing campaign</b>	Supporting ERTA in the development of a festive seasonal marketing programme, which includes seasonal lighting, events, festivals and markets to help attract new audiences in to Ealing Road to show case the rich culture	Officer time /capital investments to be secured e.g. CIL, private sector match funding	ERTA	ACCESSIBLE & ATTRACTIVE	- Distribution of a current up to date guide targeting key audiences (CIL DEPENDANT) - footfall and dwell time - Sponsor sought for festive lighting and events
<b>5. Shopfront improvement and wider business support made available</b>	- seek permissions for shop front improvement to create a more inviting and appealing entry into the area. - Robust business support programme: including visual merchandising, marketing and promotion.	Officer time/ capital investments to be secured e.g. CIL, GLA, THS Quintain skills Programme, Small Business Saturday	ERTA	ACCESSIBLE & ATTRACTIVE	- Awards to identify notable businesses
<b>6. Landlord Partnership</b>	Working closely with landlords to manage/ help reoccupy empty spaces along Ealing Road	Officer time	Landlords ERTA Co-star	ECONOMY	- Database of landlords - Written Communication with landlords regarding future plans
<b>7. Promoting available parking in the area</b>	Campaign to promote the available parking opportunities to visitors: existing Council car parks and on street parking, plus a review of CPZ areas.	Officer time & ERTA	ERTA	ACCESSIBLE & ATTRACTIVE	- Promotion of car parking on web page and distribution of pdf

**Appendix 3 – Harlesden 12 month plan**

SUMMARY OF 12 MONTH TOWN CENTRE MANAGEMENT PLAN HARLESDEN TOWN CENTRE					
Project	Areas for Action	Resource	Partnership	Objectives Met	Measures for Success
<b>1. Businesses sharing responsibility and accountability for Harlesden Town Centre</b>	<ul style="list-style-type: none"> <li>- Improved business ownership of local issues via supporting existing Harlesden businesses and increasing membership</li> <li>- Health Checks updated 2017</li> </ul>	Officer time	<ul style="list-style-type: none"> <li>Harlesden Business Association</li> <li>Regeneration and Environment services</li> <li>Federation of Small Businesses</li> <li>ACCA</li> </ul>	RETAIL	<ul style="list-style-type: none"> <li>- Meetings set up with Harlesden Business Association</li> <li>Increased business association membership numbers</li> <li>- Mandate of aims and objectives agreed</li> <li>- Businesses associations engaged and agreed constitution established</li> <li>- Harlesden Health Check completed</li> <li>- Themed workshops delivery: <ul style="list-style-type: none"> <li>• Business rates and how that works</li> <li>• Visual merchandising</li> <li>• Digital Skills Training</li> </ul> </li> </ul>
<b>2. Priority to monitor a robust marketing campaign and usage of Harlesden Town Centre</b>	<ul style="list-style-type: none"> <li>- Close working partnership with local traders in Harlesden to introduce measures to increase footfall and trade in the local area.</li> <li>- Robust destination marketing campaign which celebrates the rich heritage and diversity through marketing, pilot market, events, festivals alongside community group cohesion</li> </ul>	Officer time	Harlesden businesses	RETAIL	Developed 1 – 3 year marketing plan
<b>3. Look and feel of Town Centre</b>	<ul style="list-style-type: none"> <li>- Enforcement and education to improve compliance whilst understanding business needs.</li> <li>- Joint working with internal departments (including ASB and Crime, Environmental Services, Planning Enforcement, Food Safety, Trading Standards, Licensing, Parking and Lighting, Highways and Infrastructure) and wider communities &amp; external stakeholders</li> <li>- Support “Love Where You Live” Campaign to tackle the levels of waste and community engagement</li> <li>- Highways Scheme – High Street Harlesden/ Furness Road Safety Improvements to Traffic Signal Layout (Design, Consult and Deliver 17/18 subject to TfL signal programme)</li> </ul>	Officer time from a number of teams would need to be prioritised in a coordinated campaign.	Harlesden businesses	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- individual issues raised by businesses are logged and feedback given to them</li> <li>- Council service standards monitoring</li> </ul>
<b>4. Seasonal Marketing campaign</b>	Supporting Harlesden businesses to consider developing a seasonal marketing programme, which includes seasonal lighting, events, festivals and markets to help attract new audiences in to the high road and other parts of the area.	Officer time /capital investments to be secured e.g. CIL, GLA	Harlesden businesses	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- footfall &amp; dwell time</li> <li>- Eating and drinking guide (CIL DEPENDANT)</li> <li>- Sponsor sought for festive lighting and events</li> <li>- Further promotion of Harlesden using different mediums</li> </ul>
<b>5. Shopfront improvement and wider business support made available</b>	<p>Improve the physical appearance, coordinating investment towards better lighting, improving the shop frontages with more attractive, cleaner designs (Good Growth fund dependent).</p> <p>A tailored business support programme should accompany the shop front improvement scheme so that business owners can learn skills on visual merchandising, marketing (social media)</p>	Officer time/ capital investments to be secured e.g. CIL, GLA	Harlesden businesses	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- Monitoring of council service standards in town centre</li> <li>- Awards to identify notable businesses</li> <li>- Good Growth funding sought</li> </ul>
<b>6. Landlord Partnership</b>	<ul style="list-style-type: none"> <li>- Working closely with landlords to manage/ help reoccupy empty spaces along the high road</li> <li>- Direct dialogue between the council and landowners to understand aspirations and to discuss options for, and viability of, bringing forward development</li> </ul>	Officer time	Landlords Harlesden Business Association Co-star	ECONOMY	<ul style="list-style-type: none"> <li>- Database of landlords</li> <li>- Written Communication with landlords regarding future plans</li> </ul>
<b>7. Promoting available parking in the Town Centre</b>	Campaign to promote the available parking opportunities to visitors	Officer time	Harlesden Business Association	ACCESSIBLE & ATTRACTIVE	- Promotion of parking web page and distribution of pdf

**Appendix 4 – Willesden Green 12 month plan**

SUMMARY OF 12 MONTH TOWN CENTRE MANAGEMENT PLAN WILLEDEN TOWN CENTRE					
Project	Areas for Action	Resource	Partnership	Objectives Met	Measures for Success
<b>1. Businesses sharing responsibility and accountability</b>	<ul style="list-style-type: none"> <li>- Willesden Green Town Team</li> <li>- Health Checks updated 2017</li> </ul>	Officer Time	<ul style="list-style-type: none"> <li>Willesden Green Town Team</li> <li>Local Businesses</li> <li>Regeneration and Environment services</li> </ul>	RETAIL	<ul style="list-style-type: none"> <li>- Willesden Green Town Team</li> <li>- Health checks complete</li> <li>- Training and clarification provided: <ul style="list-style-type: none"> <li>• Business rates and how that works</li> <li>• Visual merchandising</li> <li>• Digital Skills Training</li> </ul> </li> </ul>
<b>2. To monitor, support and investigate Festivals/ Events along Willesden High Road</b>	Close working partnership with WGBA.	<ul style="list-style-type: none"> <li>Officer time</li> <li>WGTT business network identify investment.</li> </ul>	Willesden Green Town Team	RETAIL	<ul style="list-style-type: none"> <li>- Tracker set up to inform future decisions</li> </ul>
<b>3. Look and feel of Willesden Green.</b>	<ul style="list-style-type: none"> <li>- Enforcement and education to improve environment whilst understanding business needs.</li> <li>- Joint working with internal departments</li> <li>- Responding to ASB , waste , recycling , car park usage, unlawful estate agents boards , regulatory cases, park mark , pdf of car parking,</li> <li>- Close working with community champions</li> <li>- Love Where You Live Campaign to tackle the levels of waste and community engagement</li> </ul>	Officer time from a number of teams	Willesden Green Town Team	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- Council service monitoring in town centre</li> <li>- individual issues raised by businesses are logged and feedback given to them</li> <li>- Empower community champions</li> <li>- Funding applications completed</li> <li>- Meet regularly with Town Team through Cllrs surgery sessions</li> <li>- Establish speciality markets such as beer festival, arts and crafts</li> </ul>
<b>4. Seasonal Marketing campaign</b>	<ul style="list-style-type: none"> <li>- Supporting Willesden Green Town Team in the development of a seasonal marketing programme, which includes seasonal lighting, events, festivals and markets to help attract new audiences in to the high road and other parts of the area.</li> <li>- Design and delivery of new market near Willesden Library.</li> </ul>	Officer time /capital investments to be secured e.g. CIL, GLA	Willesden Green Town Team	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- Eating and drinking guide ( CIL DEPENDANT)</li> </ul>
<b>5. Shopfront improvement and wider business support made available</b>	<ul style="list-style-type: none"> <li>Seek funding for shop front improvement works to create a more inviting and appealing entry into the area.</li> <li>This will be accompanied by a robust business support programme which includes visual merchandising, marketing and promotion as well business plan review, information on how to access finance etc. and incentivising those businesses that remain compliant.</li> </ul>	Officer time/ capital investments to be secured e.g. CIL, GLA Quintain skills Programme	Willesden Green Town Team	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- Awards to identify notable businesses</li> </ul>
<b>6. Landlord Partnerships</b>	<ul style="list-style-type: none"> <li>Working closely with landlords to manage/ help reoccupy empty spaces along the High Road.</li> <li>Direct dialogue between the council and landowners to understand aspirations and to discuss options for, and viability of, bringing forward development</li> </ul>	Officer time	Landlords Co-star	ECONOMY	<ul style="list-style-type: none"> <li>- Database of landlords</li> <li>- Written Communication with landlords - future plans of retail units</li> </ul>
<b>7. Promoting available parking in the area</b>	Campaign to promote the available parking opportunities to visitors:	Officer time	WGBA	ACCESSIBLE & ATTRACTIVE	<ul style="list-style-type: none"> <li>- Promotion of parking web page and distribution of pdf</li> </ul>