

APPENDIX B

TOWN CENTRES ASSESSMENT

TOWN CENTRE	RANKING	SIZE Retail frontage within the Centres(sqm)	HEALTH CHECK	BUSINESS FORUM OR ASSOCIATIONS	DEVELOPMENT PLANS	KEY REGENERATION INITIATIVES	PUBLIC CAPITAL FUNDING	COVERAGE (CROSS- BOROUGH)	COMMENT
WEMBLEY	Major Centre	58,000 sqm	347 outlets 10.9% vacancy rate 4,887 average total pedestrian count on a Saturday	Wembley Town Centre Partnership Town Centre Management	Town Centre Strategy/action plan Town Centre Design Guide Café Quarter Design Guide Marketing Strategy/action plan	Town Centre Wardens Safer Neighbourhood Policing CCTV Radiolink system Public Realm Improvements Transport Infrastructure improvements Website	£15 – 20m	Brent	<p>Wembley town centre provides a range of shops and services, but has suffered a decline of retail health in recent years. Its status has been downgraded and its potential as a strategic centre has not been fulfilled. Although the shopping rents for primary units have risen to £45 per sq ft, they are still considered low for the size and status of the centre. The regeneration strategy for the centre seeks to restore the centre to its former strategic role. Currently, a programme of enhancement schemes and an upgrade of Wembley Central Station and the High Road are being implemented.</p> <p>St. Modwen's development proposals for Central Square Shopping Centre, along with Wembley Stadium, Quintain and other town centre developments will increase the scope of retail in the town centre.</p> <p>On current projections, the combination of development of the Wembley Complex, the Town Centre and near-by sites will add between 11,000 and 15,000 people (approximately half being children) in the next 10 or so years ahead. This alone will transform the town centre in terms of population growth and demography.</p> <p>A concerted management of the process and collaborative work with partners is required to effectively deliver the Wembley Town Centre Regeneration Strategy.</p>

KILBURN	Strategic Centre	85,370 sqm	250 outlets 10.5% vacancy rate 4,677 average total pedestrian count on a Saturday	Kilburn Partnership Town Centre Management	Town Centre Strategy/action plan Marketing Strategy	Safer Neighbourhood Policing CCTV Radiolink system Public Realm Improvements Shopfront Renewal Website	£4m	Brent/Camden	Kilburn town centre straddles the boroughs of Brent and Camden. Collaborative work between the two boroughs helped deliver a successful bid for Single Regeneration Budget (SRB) funding in 1999. Both the Kilburn Partnership and the Kilburn Town Centre Management have successfully delivered the SRB programme for Kilburn through a range of streetscape enhancements, business security and economic development initiatives. The investment has helped improve the health of Kilburn town centre. Primary shopping rents have risen to £80 per sq ft. These levels compare well with other centres of similar sizes.
HARLESDEN	Main Centre	60,940 sqm	328 Outlets 5.5% vacancy rate 3,084 average total pedestrian count on a Saturday	Harlesden Business Group		Neighbourhood Renewal Scheme Town Centre Wardens	500k	Brent	Harlesden is one of the main centres in Brent. It lacks multiples to serve its size and status, so it fails to compete with larger neighbouring town centres and stores. There is however a mix of retail, civic and leisure facilities and a number of potential development sites. The centre has a large number of BME businesses. There is currently a great deal of work being done with this group through the Neighbourhood Renewal project. A number of studies have established useful baseline data for monitoring purposes in the future.
WILLESDEN	Main Centre	48,260 sqm	395 outlets 10.5% vacancy rate 4,740 average total pedestrian count on a Saturday	Willesden Business Association		Heritage Economic Regeneration Scheme Town Centre Wardens	660k	Brent	Another main town centre in Brent. The range of shops and services are limited in comparison to its size and status. There is again however a good mix of retail, civic and leisure facilities and a central supermarket. Although some small scale environmental improvements have been implemented through

									the Heritage Fund, there is a pressing need for environmental improvements in the centre. Emerging is a thriving evening economy which needs to be encouraged. The demography is also changing. The catchment has experienced an increase in property values as a result of the London housing boom and this has attracted a population with higher disposable incomes.
NEASDEN	Other Town Centre	16,050 sqm	106 outlets 10.4% vacancy rate 2,120 pedestrian total count on a Saturday	Neasden Business Association	Draft Regeneration Framework	Public realm renewal scheme Town Centre Wardens	£1m	Brent	Neasden town centre offers a small range of shops and services, which serve mainly a limited local population. The town centre is isolated by the north circular road. It is well-served by buses but lacks a good transport link. A recent investment in the public realm and introduction of through traffic has improved the appearance of the centre. A retail capacity study identified an opportunity site and a development brief is being drawn for it.
CRICKLEWOOD	Main Centre	58,330 sqm	119 outlets 5.0% vacancy rate 2,640 average total pedestrian count on a Saturday	Nil		Nil	Nil	Brent/Barnet	Cricklewood town centre is on the boundaries of Brent and Barnet. Cricklewood is relatively stable as a district centre and in reasonable health. It principally serves the local community and therefore only a limited range of shops and services are required. Its economy is however boosted by a significant and diverse evening economy for a centre of this size. The proposed Cricklewood Sidings development may present some retail growth opportunities for the centre but further details are needed.
KINGSBURY	Main Centre	26,280 sqm	124 outlets 1% vacancy rate	Kingsbury Business Association		Public realm renewal	440k	Brent/Harrow	Kingsbury is a medium-to-large district centre that has a good range of shops and services, a

			2,790 average total pedestrian count on a Saturday			Town Centre Wardens			small evening economy, compacted into a convenient linear location. The centre enjoys a reasonable retail health and is showing signs of recovery following previous nearby retail developments. Recently, the council carried a paving and landscaping programme to improve the environmental attraction of the centre to create a stronger sense of identity.
BURNT OAK	Main Centre	9,500 sqm	33 Outlets 9.6% vacancy rate N/K	N/K		Town Centre Management on the Barnet side	N/K	Brent/Barnet/Harrow	Burnt Oak town centre straddles the boroughs of Brent, Barnet and Harrow. It continues to function as an important local centre, which offers a small range of shops and services, and has not suffered significant decline in recent years. Town Centre Management existed on the Barnet side for a while. Although the centre cannot compete with larger neighbouring centres, it needs to be maintained as a local centre, and certain environmental improvements would be a priority to ensure its competitive future.
COLINDALE	Other Town Centre	5,400 sqm	62 outlets 2.7% vacancy rate 540 average total pedestrian count on a Saturday	Nil		Nil	Nil	Brent/Barnet	Colindale town centre falls within Brent and Barnet. The centre has suffered from the development of nearby out-of-town superstores, with which it is difficult to compete and even the convenience market has been drained now, weakening its retail health. Due to this decline, Colindale functions more effectively as a local centre.
KENTON	Other Centre	29,470 sqm	50 outlets 5.4% vacancy rate N/K	Kenton Business Association		Nil	Nil	Brent/Harrow	Kenton town centre straddles Brent and Harrow. Sainsbury is the main anchor in the centre. Despite a clean and pleasant environment, the centre is divided by busy roads.

KENSAL RISE	Other Town Centre	13,500 sqm	94 outlets 13.1% vacancy rate 1,520 average total pedestrian count on a Saturday	Kensal Rise Business Association		Nil	Nil	Brent	Kensal Rise is a linear centre that has been contracting with its decline, and serves a distinctly local population. There is a high perception of crime that needs addressing.
PRESTON ROAD	Other town centre	21,340 sqm	96 outlets 0% vacancy rate 1,460 average total pedestrian count on a Saturday			Nil	Nil	Brent	Preston Road is in reasonable health and provides a good range of shops and services in relation to its size. The retail economy is fairly buoyant, with no vacant properties.
EALING ROAD	Other town centre	13,600 sqm	110 Outlets 3.5% vacancy rate 2,690 average total pedestrian count on a Saturday	Ealing Road Traders Association		Nil	Nil	Brent	Ealing Road provides a busy and important specialist shopping centre for a local community and wider population. It has grown rapidly in recent years, in size and status, and is achieving good retail health. The main problem for this centre is environmental. Congestion, parking and servicing problems are ramifications of the intensity of use.
WEMBLEY PARK	Other District centre	N/K	95 outlets 2.6% vacancy rate 2,190 average total pedestrian count on a Saturday	Wembley Park Business Association		Nil	Nil	Brent	Wembley Park currently serves a local population and lacks some key shops and services. Its future is to be guided by activity surrounding Wembley Stadium and as a designated major district centre with its proximity to the town centre is likely to be of increasingly successful retail health.
QUEENS PARK	Other town centre	5,400 sqm	47 outlets 9.0% vacancy rate 1,510 average total pedestrian count on a Saturday	N/K		Nil	Nil	Brent	Queens Park town centre has thrived from the recent property boom in London. The area has become gentrified, boasting a number of specialist shops, cafes and restaurants. The town centre is in reasonable health and is moving towards successful growth in size and diversity.

SUDBURY	Other town centre	4,800 sqm	62 outlets 11.8% vacancy rate 960 average total pedestrian count on a Saturday	N/K	Nil	Nil	Nil	Brent	Sudbury town is a quiet district centre in adequate retail health, which serves a fairly localised catchment area. It has a small range of services but lacks a choice of comparison outlets, although vacancy rates are falling there is a high level of non-retail uses in the shopping frontages. It enjoys an affluent catchment population.
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