

Appendix 1: Town Centre Manager Achievements

1. Harlesden and Willesden (Grace Nelson)

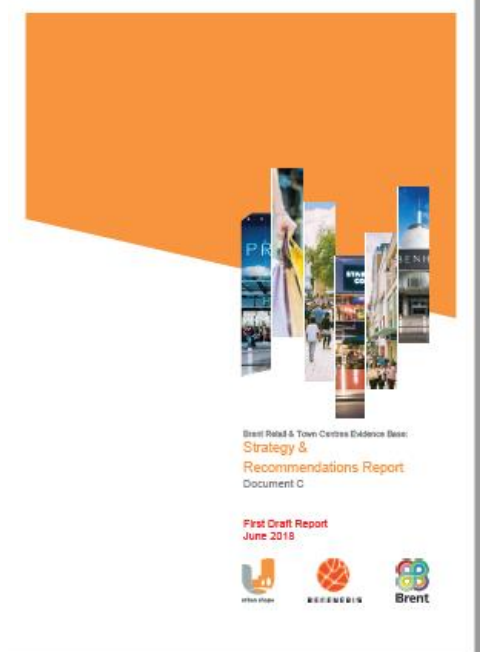
Aim	Delivered	Evidence
<p>Develop business partnerships with strong attendance and that can self-sustain and grow.</p>	<p>Harlesden</p> <ul style="list-style-type: none"> Facilitated visioning workshop in Harlesden for local businesses on 27 November 2017 Increased Harlesden Business Association (HBA) membership from 40 members to 301+ independent small business members with support from the chair of Harlesden Business Association's Chair and Harlesden's Community Champion. Attended monthly meetings hosted by Federation of Small Business (FSB) with the Chair of Harlesden Business Association to explore opportunities for membership. <p>Willesden Green</p> <ul style="list-style-type: none"> Facilitated visioning workshop in Harlesden for local businesses on 21 November 2017 Engaged and found new Chair of Willesden Green Business Group (Owner of The Social) Facilitated first group meeting of energised Willesden Green businesses accompanied by representatives from Willesden Green Town team and Willesden Green Residents Association 	<p>Harlesden</p> <ul style="list-style-type: none"> Register of attendance and follow up notes taken from workshop Database of membership held by Dulcie Joseph, Chair of Harlesden Business Association Registration of attendance to Federation of Small Business with Dulcie Joseph, Chair of Harlesden Business Association on 10 April 2018 <p>Willesden Green</p> 






<p>Provide training and business support to local businesses.</p>	<p>Harlesden Business Support</p> <ul style="list-style-type: none"> Supported and delivered basic digital training support in July 2017 for 10 small businesses. Secured funding £10,000 funding for Business Support Programme in Harlesden. Funding Source: Neighbourhood CIL. Estimated Delivery: September 2018). <p>Willesden Green Business Support</p> <ul style="list-style-type: none"> Supported and delivered basic digital skills training for 23 local business in July 2017. Secured funding £10,000 funding for Business Support Programme in Willesden Green. Funding Source: Neighbourhood CIL. Estimated Delivery: September 2018). Secured funding and delivered a resident review programme in partnership with Willesden Green Town Team and Abi Associates 	<p>Harlesden</p> <ul style="list-style-type: none"> Participant business feedback forms completed Funding Application letter of success (Neighbourhood CIL)  <p>Willesden Green</p> <ul style="list-style-type: none"> Participant business feedback forms completed Funding Application letter of success (Neighbourhood CIL) End of project report with recommendations
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- Secured funding for delivery of bi-monthly the Willesden Shopper newsletter

- Publication of 5 editions of Willesden Shopper



	<p>All Town Centres</p> <ul style="list-style-type: none"> Project managed the delivery of a borough wide town centre health check by external consultants. The end report is the form of a easy to read Talk Book which provides a robust and insightful performance measure of each town centre as well as exploring intensification opportunities in priority town centres for long term sustainability growth 	
Provide conduit to business advice	<ul style="list-style-type: none"> Facilitated meeting between Harlesden Business Association and Valuation Office Agency (VOA) to explain Check Challenge Appeal Process. Signposted businesses in both Harlesden and Willesden Green to business rate relief advice and the VOA Check Challenge Appeal process (on a case by case basis) 	<ul style="list-style-type: none"> Minutes taken from meeting held on 26 March 2018 Meeting with Valuation Office and subsequent communication with businesses.



<p>Support events celebrating the area and attracting visitors</p>	<p>Harlesden</p> <ul style="list-style-type: none"> • Supported funding delivery and marketing of Christmas lights Switch 2017 led by Harlesden Festive Lights Cooperative (HFLC) • Supported marketing of Royal Wedding Street Party led by Harlesden Business Association • Project managed delivery of completed Town Centre narratives promoting eating and drinking businesses • Promoted Small Business Saturday 2017 competition (3 local Harlesden businesses won three out of the five awards for Best Customer Service, Best Newcomer and Most Attractive Shopfront) • Facilitated and promoted grand opening ceremonies for new shops coming into the area (includes Cake Box, Aphrodite Hair Salon) • Presented on town centre management objectives at Harlesden Neighbourhood Forum and Brent Connect 	<p>Harlesden</p>     
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	<p>Willesden Green</p> <ul style="list-style-type: none"> Facilitated and delivered Willesden Green Traders Recognition Awards event, in partnership with Abi Associates (in conjunction with Small Business Saturday 2017) Presented on town centre management objectives at Brent Connect <p>All Town Centres</p> <ul style="list-style-type: none"> Designed a marketing tool for promoting Brent's High Streets to external audiences (online publication) 	 
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<p>Keeping the streets clean and tidy.</p>	<p>Harlesden</p> <ul style="list-style-type: none"> • Reported and tracked progress of resurfacing of High Street Harlesden (south of Tavistock Road) in response to the deteriorating state of the road surface (completed) • Reported and tracked issues of lack of single yellow line on Croft Passage following various complaints by local businesses (completed) • Facilitated site visits with Veolia and Ward Councillors to address flytipping issues and agreed next steps for clearing up alleyways following complaints from local businesses. <p>Willesden Green</p> <ul style="list-style-type: none"> • Facilitated site visits with Veolia and local business and community members to address flytipping issues and agreed next steps for clearing up alleyways 	     
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Promote available parking and adapt policy where viable	<ul style="list-style-type: none"> • Signposted businesses to where local parking facilities are in the area 	
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2. Wembley and Ealing Road (Rubie Charalambous)

Aim	Delivered	Evidence
Develop business partnerships with strong attendance and that can self-sustain and grow.	<ul style="list-style-type: none"> • Wembley High Rd Business Association (WHRBA) now has 40 members, a constitution, and marketing & business plan. • Ealing Road Traders Association (ERTA) now has 50 members, a constitution, and marketing & business plan. • A feasibility study has been completed by Clockwork City for the development of Business Improvement District(s) in Wembley and Ealing Road. The results are being utilised to inform next steps toward establishing BIDs or other ways to expand the scale and impact of the business associations. 	<ul style="list-style-type: none"> • Regular monthly meetings take place with local businesses. Wembley Traders Association and Ealing Road Traders Association.  

		 <ul style="list-style-type: none"> • They have delivered a succession of successful meetings.
Provide training and business support to local businesses.	<ul style="list-style-type: none"> • ERTA & WTA have attended training courses and are now competent at chairing meetings, minute taking and agenda setting. • Digital High Street project • TCM has provided daily support on visual merchandising and social media when required, which has made a dramatic improvement in driving retailer sales. 	 <ul style="list-style-type: none"> • Town Centre Manager Evidence - Photos of workshops& consultations and before and after plus visual merchandising support. 

<p>Provide conduit to business advice</p>	<ul style="list-style-type: none">• Signposted businesses to business rate relief advice.	<ul style="list-style-type: none">• Completed provision of advice to small businesses. <div><p>Business rates discounts</p><p>The value of the discount varies depending on the number of employees you have.</p><table><thead><tr><th>Organisation type</th><th>Number of employees</th><th>Accreditation fee</th><th>Business rate discount</th></tr></thead><tbody><tr><td rowspan="5">Private sector</td><td>>501</td><td>£1,000</td><td>15,000</td></tr><tr><td>251-500</td><td>£400</td><td>12,000</td></tr><tr><td>51-250</td><td>£200</td><td>11,000</td></tr><tr><td>11-50</td><td>£100</td><td>5500</td></tr><tr><td><10</td><td>£50</td><td>1250</td></tr><tr><td rowspan="4">Charity or public sector</td><td>251-500</td><td>£400</td><td>12,000</td></tr><tr><td>51-250</td><td>£200</td><td>11,000</td></tr><tr><td>11-50</td><td>£100</td><td>5500</td></tr><tr><td><10</td><td>£50</td><td>1250</td></tr></tbody></table><p>If you have any questions, or to start your accreditation, please email charlotte.barrett@brent.gov.uk or call: 020 8937 6273</p></div>	Organisation type	Number of employees	Accreditation fee	Business rate discount	Private sector	>501	£1,000	15,000	251-500	£400	12,000	51-250	£200	11,000	11-50	£100	5500	<10	£50	1250	Charity or public sector	251-500	£400	12,000	51-250	£200	11,000	11-50	£100	5500	<10	£50	1250
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<p>Support events celebrating the area and attracting visitors</p>	<ul style="list-style-type: none">• Support provided to Heart of Wembley Festival and partnership working across all departments (Highways, licensing, safety and communications).• Christmas lights Switch 2017 successfully delivered in partnership with Tottenham Hotspurs and the local business community.• Narratives complete for eating, drinking, and fashion, visiting and shopping guides.• Small Business Saturday, supporting our local business community.• Community-led Ealing Road Mural, in partnership with Brent Indian Association, delivered through Neighbourhood CIL:• “ERTA supports and welcomes the BIA Mural as it has brought colour and spice on thus enhancing the distinct Asian identity (and hopefully the footfall) of Ealing Road. It is proving popular as an eye catcher, head	<ul style="list-style-type: none">• Mayor at Heart of Wembley Festival• Brent Indian Association Mural admired by the whole community: before and after below <div></div>																																	

turner and a slight but positive traffic jammer or even better as a speed breaker when motorists stop with a 'wow' smile to admire the mural." Rajin Sarin, Chair of Ealing Road Traders Association.

- Ealing Road Library Forecourt – capital project complete and tenants currently being interviewed.



Christmas Lights 2017

- Small Businesses taking the lead SBS







- Mayor unveils Brent Indian Association mural



Ealing Road Library Café Unit complete



<p>Keeping the streets clean and tidy.</p>	<ul style="list-style-type: none"> • Engagement with Wembley and Alperton residents association. • Working with contractors and more recently in partnership with Neighbourhood Managers to clear fly tipping, bin overflow and litter. 	<div data-bbox="1303 194 1532 367" data-label="Image"> </div> <ul style="list-style-type: none"> • Regular reports are sent to environmental services. <div data-bbox="1310 448 1675 692" data-label="Image"> </div> <ul style="list-style-type: none"> • Shutter art project a success, as businesses invest in their shopfronts and promote business when closed. • Before and afters of waste issues reported to Neighbourhood Manager. <div data-bbox="1310 887 1538 1192" data-label="Image"> </div>
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Promote available parking and adapt policy where viable	<ul style="list-style-type: none"> Ealing Road Businesses consulted and as a result CPZ times changed / more flexi-bays for pay and display near high Road. New parking booklet for Wembley to promote the over 3000 parking spaces available in the local area. 	<ul style="list-style-type: none"> Car parking leaflet created to highlight the over 3000 car parking spaces and a successful consultation with business community will result in positive changes in August 2018 



3. Neasden and Church End (Anna Dennemann)


Aim	Delivered	Evidence
To gain trust, build effective and sustainable partnerships.	<ul style="list-style-type: none"> • Introductory engagement with businesses in both town centres progressing well. 	<ul style="list-style-type: none"> • Notes from meetings • Letters of support for NCIL bids for funding • Statements regarding successful addressing of issues affecting local businesses
	<ul style="list-style-type: none"> • Introductory and follow up meetings with Chair and Secretary of Neasden Businesses Association providing support with updating their constitution, promoting the group to local businesses and arranging a meeting with Neasden Businesses for September 2018 	<ul style="list-style-type: none"> • Notes from meetings • Email correspondence
	<ul style="list-style-type: none"> • Arranging meeting of Church End businesses, ward members and stakeholders scheduled for September 	<ul style="list-style-type: none"> • Email correspondence
To work in partnership with town centre partners and stakeholders on joint initiatives and improvements	<ul style="list-style-type: none"> • Introductory meetings held in January with ward members representing both town centres. 	<ul style="list-style-type: none"> • Meeting notes
	<ul style="list-style-type: none"> • Walkabouts held in March with ward members and officers from associated services in Church End and Neasden 	<ul style="list-style-type: none"> • Ward members views incorporated into forward plans


		<ul style="list-style-type: none"> • Partner officers taking on lead of specific town centre issues relating to their area of remit
	<ul style="list-style-type: none"> • Presented town centre objectives to Brent Connects meeting in June 	<ul style="list-style-type: none"> • Feedback from attendees noted
	<ul style="list-style-type: none"> • Formed good working partnerships with officers from Planning Enforcement, Regeneration Planning, Transport Planning, Properties, Parking, Highways & Infrastructure, Environment, Cultural Services and agreed key action points 	<ul style="list-style-type: none"> • Meeting notes, email correspondence
	<ul style="list-style-type: none"> • Working closely Regeneration Planning officers in their development of a Church End Regeneration Plan 	<ul style="list-style-type: none"> • Meeting minutes
	<ul style="list-style-type: none"> • Formed good working relationships with key stakeholders, resident groups and community leaders in both town centres, including police, council contractors, local churches 	<ul style="list-style-type: none"> • Meeting notes, email trails
	<ul style="list-style-type: none"> • Working closely with and supporting Properties officers and stakeholders in discussions around the development of land in Church End and the move of the market held on this land to Neasden Town Centre. 	<ul style="list-style-type: none"> • Meeting notes/minutes


Support events celebrating the area and attracting visitors.	<ul style="list-style-type: none"> Supported the Neasden Festival Group's Neasden Winter Festival in February 2018 through helping to promote and market the event. 	 
	<ul style="list-style-type: none"> Supporting the Neasden Festival Group's Neasden Festival 2018 (September) through organisational, administrative and promotional support. 	<ul style="list-style-type: none"> Event permission applications, agreeing transport management arrangements
	<ul style="list-style-type: none"> Early discussions with local faith groups to arrange a multi-faith festival in Church End 	<ul style="list-style-type: none"> Meeting notes, email correspondence
	<ul style="list-style-type: none"> Early discussions with project lead to arrange Church End Community Gardening Project launch as a community event 	<ul style="list-style-type: none"> Meeting notes, email correspondence


<p>Providing an welcoming, well maintained town centre environment that attracts residents and visitors to spend time in the town centre</p>	<ul style="list-style-type: none"> Developed comprehensive catalogue of superfluous, redundant or broken items of street furniture and signage identified for proposed removal. Working with Highways & Infrastructure officers all the requests have been put onto a single OS base map and a spreadsheet including indicative costs and engineering comments is now being prepared to produce a definitive cost estimate and likely timescales to undertake the work. Subject to funding and safety audits it is hoped that the work will be completed. 	<ul style="list-style-type: none"> Catalogues of proposed items to be decluttered in Neasden and in Church End Map showing locations of items proposed for removal 
	<ul style="list-style-type: none"> Gained local support and developed NCIL Bids for much needed trees for Church End and for Neasden town centres. 	<ul style="list-style-type: none"> NCIL Bid for Trees for Neasden town centre NCIL Bid for Trees for Church End centre

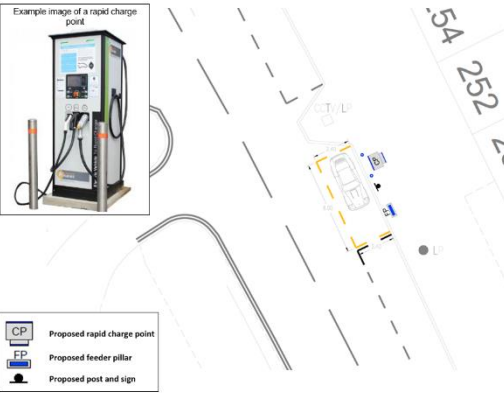
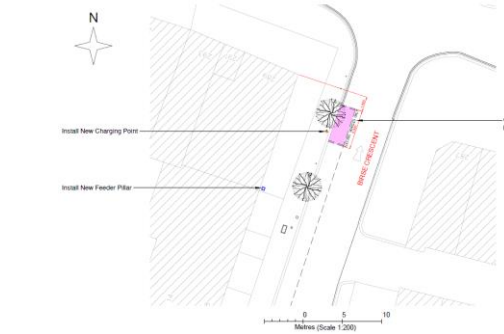

	<ul style="list-style-type: none"> Initiated discussions to improve building facades in Neasden. Working with planning enforcement officers S215 notices have been served to landlords of 12 buildings in Neasden. Improvement works on some buildings have commenced. Work on other buildings is due to be completed by end of 2018. 	<ul style="list-style-type: none"> S215 notices served to landlords and subsequent correspondence  
	<ul style="list-style-type: none"> Initiated discussions to improve building facades in Church End. Working with planning enforcement officers S215 are proposed to be served on a parade of buildings on Church End once other planned development works in Church End commence. 	<ul style="list-style-type: none"> Meeting notes and correspondence with planning enforcement officers

<p>Providing an welcoming, well maintained town centre environment and aiding community cohesion</p>	<ul style="list-style-type: none"> • Gained local support for a public art project in Church End with the aim to bring together the diverse but fragmented local community. Developed and submitted NCIL bid. The bid outcome is expected in August 2018. 	<ul style="list-style-type: none"> • NCIL Bid for Public Art Project for Church End
	<ul style="list-style-type: none"> • Working with a Church End resident association gained support for a Community Gardening Project in Church End. Assisted the resident association with preparing successful application for funding from Groundwork Our Space Award. The project is currently beginning to be implemented. 	<ul style="list-style-type: none"> • Our Space Award Bid • Award Letter 

	<ul style="list-style-type: none"> • Formed excellent working relationship with both Neighbourhood Managers responsible for Neasden and Church End town centres. Supporting both NMs through identifying, reporting and collaborating in addressing environmental issues, particularly littering, flytipping and graffiti. Similarly good relationships have been formed with the ASB leads for Church End and Neasden. 	<ul style="list-style-type: none"> • Meeting notes, email correspondence
	<ul style="list-style-type: none"> • Identified conditions of existing litter bins as in of improvement. Working with Neighbourhood manager commitment to fund 8-10 new litterbins for Neasden town centre was achieved. 	<div data-bbox="1525 655 2033 1230">  </div> <ul style="list-style-type: none"> • Existing and new litterbin for Neasden

	<ul style="list-style-type: none"> Supporting Neighbourhood Manager to identify graffiti for removal in multiple graffiti reports 	<ul style="list-style-type: none"> 24 items of graffiti removed by August 2018 with further graffiti identified for removal
	<ul style="list-style-type: none"> Identified areas of Neasden carriageway surfaces in urgent need of improvement and worked with the Highways Maintenance team to get these and other locations proposed by ward councillors repaired. Requested the refreshing of lines in Neasden TC which was added to the Council's line refreshment programme. 	



	<ul style="list-style-type: none"> Responded to resident concerns regarding availability of disabled parking bay and associated enforcement of parking restrictions in Neasden TC and acted on ward member proposal to introduce disabled parking bay at better, more enforceable location on Birse Crescent. The new bay was implemented in July 2018. 	
	<ul style="list-style-type: none"> Responding to concerns asked for a review and alterations to parking and loading in Neasden TC. Working with Neasden businesses with the Parking team and the Highways & Traffic team to progress this. 	<ul style="list-style-type: none"> Meeting notes



	<ul style="list-style-type: none"> Supported Transport Planning officers with proposals to introduce a rapid electric vehicle charging point in Neasden town centre. The charge point is currently being procured and installation of the charge point is expected by December 2018. The rapid charge point will give businesses, shoppers and residents the opportunity to fully charge their EVs within around 30 minutes. 	<p>Proposed Electric Vehicle Rapid Charge Point, Feeder Pillar and Electric Vehicle Only Parking Bay on Neasden Road</p>  <p>Example image of a rapid charge point</p> <p>CP Proposed rapid charge point FP Proposed feeder pillar P Proposed post and sign</p>
	<ul style="list-style-type: none"> Supporting Safety & Travel team with proposals for Source London EVCP on Birse Crescent, Neasden. Proposing Source London EVCPs for Church End. The charge point will give businesses, shoppers and residents the opportunity to charge their EVs whilst parked in the town centre. 	 <p>Install New Charging Point</p> <p>Install New Feeder Pillar</p> <p>Convert 5m Parking and</p> <p>0 5 10 Metres (Scale 1:200)</p> 



To reduce ASB, crime and fear of crime	<ul style="list-style-type: none"> • Attending monthly Local Joint Action Group meetings 	<ul style="list-style-type: none"> • Meeting minutes
	<ul style="list-style-type: none"> • Formed excellent working relationship with the ASB leads for Church End and Neasden. Supporting officers through identifying, reporting and providing advice on addressing ASB issues, particularly street drinking. • Supporting the consultation proposing the introduction of a Public Space Protection Order (PSPO) in Neasden to tackle issues resulting from Eastern European coaches using Neasden TC as point of destination. This work also included regular discussions with the police 	<ul style="list-style-type: none"> • Meeting notes • Email correspondence



4. Burnt Oak, Colindale and Kilburn – Richard Hay


Aim	Delivered	Evidence
To build effective and sustainable business partnership to facilitate engagement.	<ul style="list-style-type: none"> • Introductory engagement with Brent businesses complete in all three town centres and with Barnet businesses in Colindale. Additional engagement ongoing with Camden businesses in Kilburn. 	<ul style="list-style-type: none"> • Spreadsheet summarising intro meetings
	<ul style="list-style-type: none"> • Business Associations for Colindale and Kilburn being set up in in 3rd and 4th quarters of 2018/19. Officers will support Barnet colleagues to establish a Town Team in Burnt Oak. 	<ul style="list-style-type: none"> • Photos of meetings to be taken
To work in partnership with neighbouring local authorities, town centre partners and stakeholders on joint initiatives and improvements.	<ul style="list-style-type: none"> • Met with Barnet colleagues in March to establish joint areas of working. Barnet to lead on their priority town centre in Burnt Oak with Brent leading in Colindale. 	<ul style="list-style-type: none"> • Notes from meetings
	<ul style="list-style-type: none"> • Walkabouts held with Queensbury members in March and Fryent and Kilburn members in June. 	<ul style="list-style-type: none"> • Ward members views incorporated into forward plans

		
	<ul style="list-style-type: none"> Worked with planning students from Anglia Ruskin University in February to develop place-making strategies for Colindale. 	<ul style="list-style-type: none"> Student's reports received in June. Actions to be fed into development of business association. 
	<ul style="list-style-type: none"> Presented town centre objectives to Brent Connects meetings in June. 	<ul style="list-style-type: none"> Feedback / actions from attendees noted
	<ul style="list-style-type: none"> Initiated strategic meeting with internal colleagues from planning; property, transportation, regeneration and environment to establish three priority themes for Kilburn: developing the cultural identity, reducing crime for the night time economy and improving look and feel. 	<ul style="list-style-type: none"> Minutes produced
	<ul style="list-style-type: none"> Met with South Kilburn Trust in June to establish areas of overlap and opportunities for joint working including their delivery of digital notice board for Kilburn High Road. 	<ul style="list-style-type: none"> Digital noticeboard to be installed by end of 2018/19

		
	<ul style="list-style-type: none"> • Attending monthly meetings of the Kilburn Business Against Crime group since April and signposting businesses to police, CCTV, licensing and Neighbourhood Management colleagues as applicable. 	<ul style="list-style-type: none"> • Notes from meetings
	<ul style="list-style-type: none"> • Attending Kilburn Neighbourhood Plan Forum meetings to support them developing their plan and prioritising funding opportunities for them to access. 	<ul style="list-style-type: none"> • Notes from meetings
	<ul style="list-style-type: none"> • Supporting the Culture team to deliver Kilburn Thoroughfare Project as part of Brent 2020 Borough of Culture celebrations with business engagement. 	<ul style="list-style-type: none"> • Notes from meetings
Support events celebrating the area and attracting visitors.	<ul style="list-style-type: none"> • Early discussions in place - to be shaped further at inaugural business association meeting. Ideas mooted include Chinese New Year and St Patrick's Day celebrations in Colindale and Festive event in Kilburn. 	<ul style="list-style-type: none"> • Events to be run in 4th quarter 2018/19
Providing a welcoming shopping experience by improving the look and feel and addressing cleanliness.	<ul style="list-style-type: none"> • Businesses engagement/reassurance related to Transportation's scheme to narrow the junction at Wakemans Hill Avenue, introduce dedicated parking bays at the northern section of the town and installing new traffic islands to make crossing the A5 easier. 	<ul style="list-style-type: none"> • Transportation scheme to be completed September 2018. 

	<ul style="list-style-type: none"> Identification of issues at Springfield Mount alley. Resurfacing project passed to Neighbourhood Manager. This will ensure removal of trade bins from the pavements outside the shops to enhance the public realm and improve the shopping experience. 	<ul style="list-style-type: none"> Neighbourhood Manager to submit Neighbourhood CIL bid to December funding round. 
	<ul style="list-style-type: none"> On-going reporting of defects and fly-tipping via Cleaner Brent app. This includes regular fly-tipping at Springfield Mount junction and broken paving outside former Barclays Bank in Colindale. 	<ul style="list-style-type: none"> Fly-tips cleared 
	<ul style="list-style-type: none"> Neighbourhood CIL bid submitted June 2018 for 5 murals along northern section of High Road to highlight Kilburn's cultural identity, reduce crime and ASB and improve the look and feel of the area. 	<ul style="list-style-type: none"> Awaiting funding decision

		
To reduce crime and fear of crime	<ul style="list-style-type: none"> Working with Colindale business (Hurricane Room) to address a range of issues in the Watling Gate alley behind their premises including: fly-tipping, graffiti, street drinkers, beds in sheds, illegal HMOs and illegal business activity. 	<ul style="list-style-type: none"> Referral has been made to September Harlesden Locality Joint Action Group for coordinated action. 
	<ul style="list-style-type: none"> Identified potential brothel in March (Colindale Beauty Salon) and reported to Community Protection for investigation. 	<ul style="list-style-type: none"> Site has been flagged up for PTT officer to visit.

	<ul style="list-style-type: none"> Supported Police led Operation Spartan in Kilburn in June with business engagement and reassurance work around rough sleepers and homeless issues. 	 <ul style="list-style-type: none"> Impact report to be produced by police
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