

FUTURE

HIGH STREETS

CAMDEN

**Re-Imagining
High Streets**

What are we going to cover

- Introduction to Camden
- Camden Future High Streets: Introduction
- Camden Future High Streets: Programme & Governance
- Camden Future High Streets Prospectus
- Kilburn: Programme overview
- Kilburn: Partnership Work
- High Street for All Challenge -
 - Responding to the climate emergency - Library of Things
 - Creating a public welcome - Kilburn art: Bridge
 - Generating social value - Meanwhile use
 - Diverse uses - Scoping future uses of council assets
 - Connecting communities - Power to Change
- Q&A





Camden Future High Streets: Introduction

- Camden's high streets play a crucial role in community life. They are the places where residents, workers and visitors shop, work, socialise, and access culture and services. They provide a range of jobs and employment opportunities and have an important role in supporting the health and well-being of our communities
- However, Camden's high streets, along with those up and down the country, have been facing a range of challenges, trends and changing consumer habits, which have been compounded by the extraordinary impact of the Covid-19 pandemic
- In response, Camden Council has commenced the Camden Future High Streets programme, to support our high streets through the pandemic and into a robust recovery and re-imagined future
- “Test and learn approach” with high street interventions in order to simultaneously support businesses, community groups and partners through the pandemic while also paving the way towards a future vibrant, inclusive and resilient vision for our high streets. This means being prepared to trial new activities, interventions and governance models to see what works best for specific places, businesses, community groups and partners - ready to review and adapt as we go.
- High streets will have to change and reinvent themselves, but we see their crucial continued role as the focal point for community life. We want to support our high streets to be centres of creativity and innovation, providing goods, services and employment that retain value in our communities, and provide sustainable and accessible environments.



Camden Future High Streets: Programme & Governance

Spacehive

Streataries

High Street Action Group

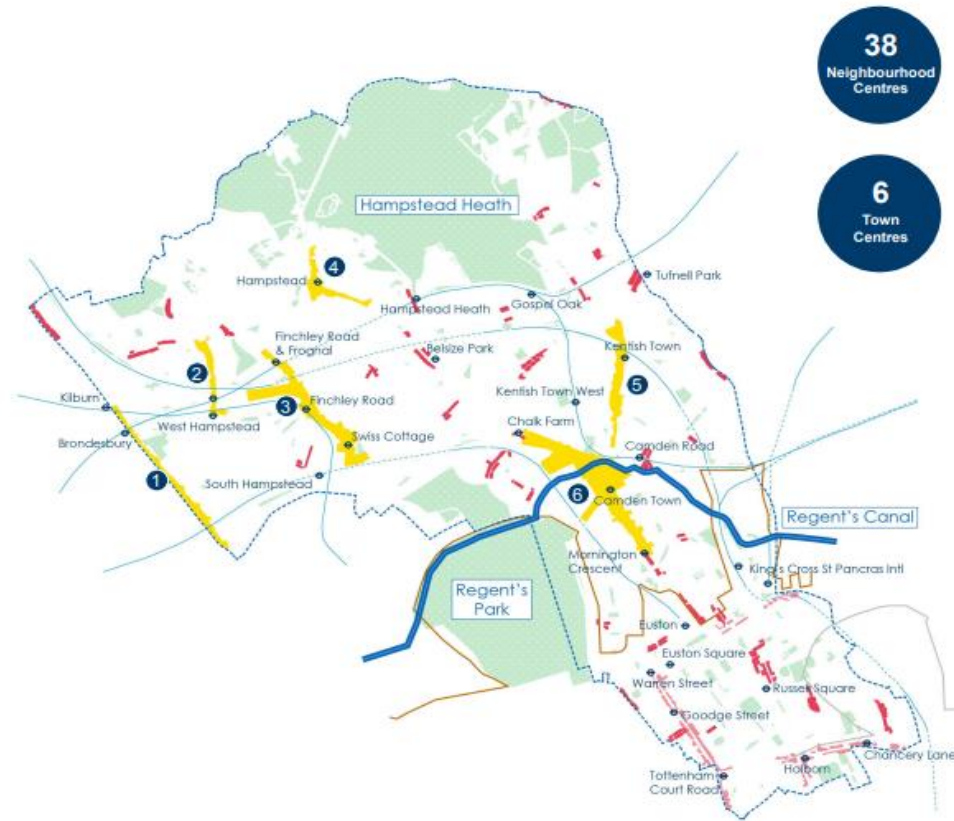
Digital high streets

Evidence base & data

Shop local campaign

Meanwhile use

CAMDEN'S TOWN AND NEIGHBORHOOD CENTRES



CAMDEN HIGH STREETS

- Town centres
- Neighbourhood centres
- Central London frontages
- Green spaces
- Regent's Canal
- Central Activities Zone
- Railway

TOWN CENTRES

- 1 Kilburn
- 2 West Hampstead
- 3 Finchley Road & Swiss Cottage
- 4 Hampstead
- 5 Kentish Town
- 6 Camden Town

LOVE
YOUR
CAMDEN
HIGH STREETS

38
Neighbourhood
Centres

6
Town
Centres

Green Spaces

S106 / CIL

Sustainability

Community Safety
& Public Protection

Communications

Transport &
Highways

Planning & Design

Participation

Property

Strategy & Service
Design

Environment
Services

Community
Partnerships

Arts & Tourism

Inclusive Economy

GLA

TfL

Camden Future High Streets Prospectus



OUR **VISION** FOR THE FUTURE OF OUR HIGH STREETS

...is for Camden's high streets and town centres to be ready to **face the future**.

We want them to be at the **heart of their communities** with all our residents able to reach their local centre by **walking or cycling in 15 minutes or less**.

The high streets and town centres of tomorrow will be **safe, family-friendly, environmentally responsible, diverse, accessible and vibrant places to shop, work, socialise, share knowledge and skills, network, learn, make, live and play**.

Camden Future High Streets Objectives

COMMUNITY & ECONOMY

High streets at the heart of the community and economy

DIVERSE USES

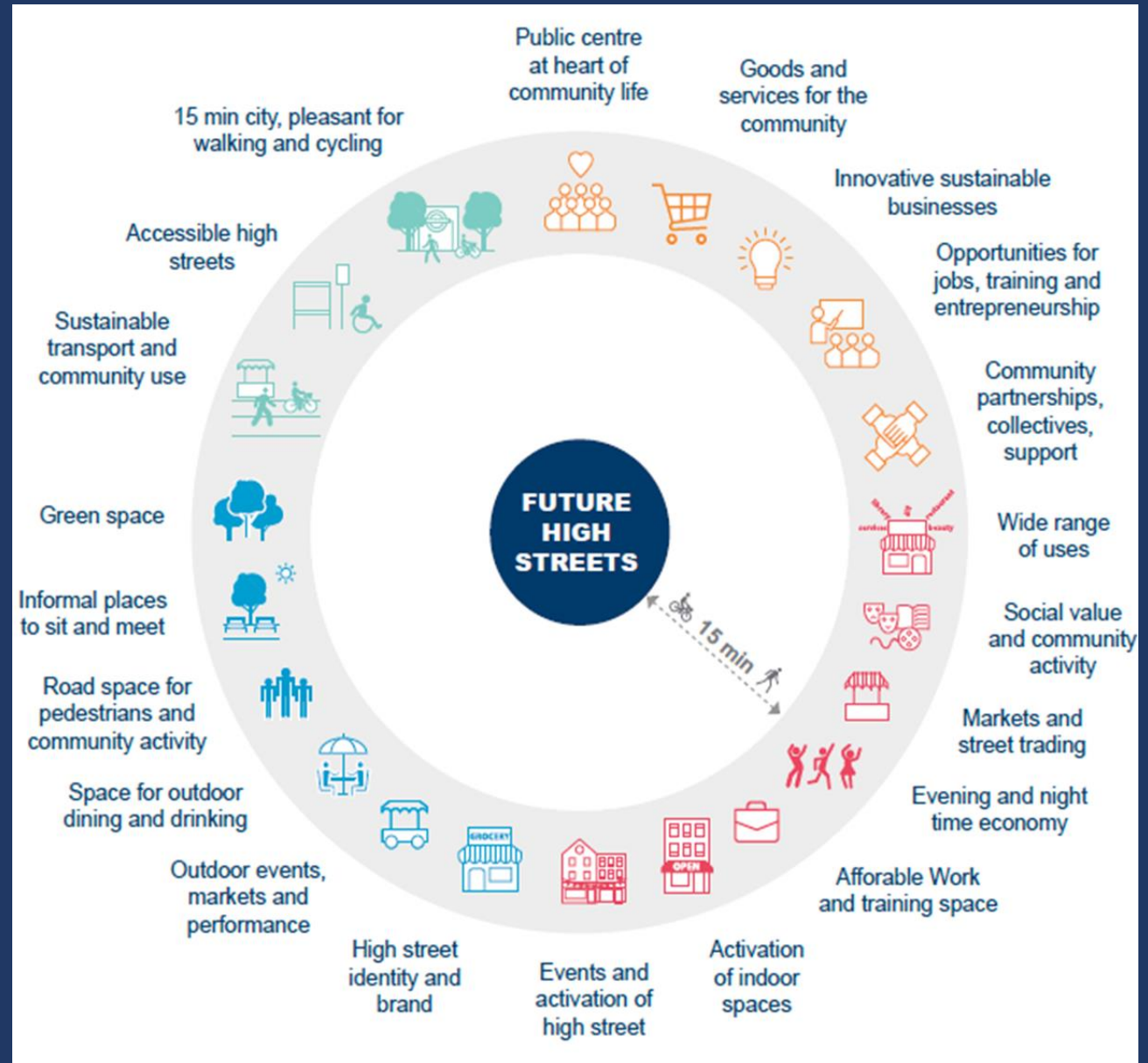
Diverse and vibrant high street uses and activities

INVITING PUBLIC REALM

Inviting environments that make high streets enjoyable places to spend time

SUSTAINABLE AND ACCESSIBLE

High streets that are sustainable and accessible to everyone in the community



Kilburn : Programme Case Study

- Located between Oxford Road and Kilburn Station: Kilburn High Road is the second largest town centre within the borough
- Positioned along a borough boundary between Brent and Camden
- Lots to build on – a large town centre with lots of assets, including a NTE that draws in people from other areas
- Planned and proposed schemes – e.g. Phase highway improves and proposed Kilburn Railway Arches scheme
- (Small number) of council-owned assets – Potential to better-utilise spaces in Kilburn, including Kilburn Library and 107 Kingsgate Road
- Some funding to make things happen – GLA, Spacehive crowdfund, CIL



Challenges & opportunities: A snapshot



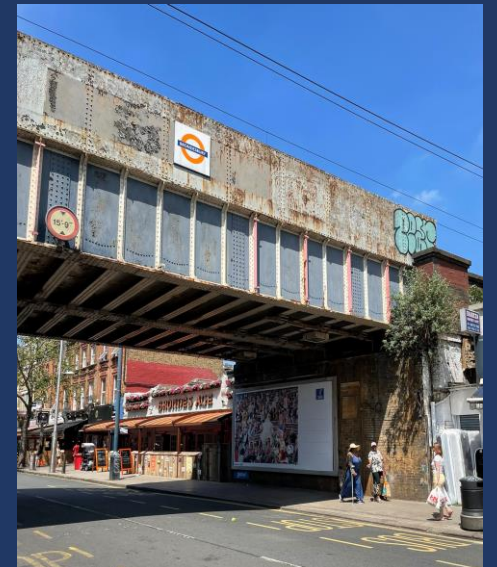
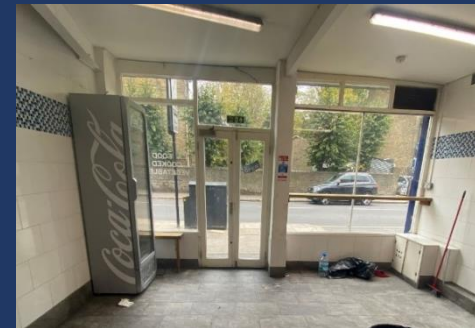
Partnership work

- Meeting with **local organisations** , **residents** and **business** groups
- **Officer working group**. Including:
 - Transport
 - Arts and culture
 - Environmental services
 - Enforcement
 - Green spaces
- Fortnightly meetings with **Brent's Kilburn Town Centre** Manager and wider strategy meetings
- **Transport for London**, strategic transport authority
- **Greater London Authority**, strategic planning authority



High Streets For All Challenge: Making it happen

- Secured £175,000 in funding in total (incl. £20,000 capital)
 - Working with LB Brent to use art to enhance **Brondesbury Bridge**, working with an artist /group of artists and local people in the process
 - Fit out of a **TFL-owned** former fish and chip shop to create space for community uses and projects that support the high street
 - Support TfL with engagement on future arches scheme
 - **Library of Things** for Kilburn
 - Funding to *support* work to scope future uses for **community assets**
- We were also successful in securing one of the two opportunities to work with Power to Change to scope a **Community Improvement District** for Kilburn



Power to Change

- Camden was successful in securing £40,000 of funding and support to scope a Community Improvement District (CID)
- Kilburn (and Wood Green) will be the first CIDs in England
- There is no agreed definition of a CID, but Power to Change provide this context:

A CID aims to achieve greater involvement of communities in the oversight and revitalisation of its high street. A CID is a non-political and inclusive structure, open to residents, businesses and other local stakeholders, concerned with the economic, social and environmental improvement of their neighbourhoods.

- Potential to explore a variety of CID models – e.g. project-based, creating a community business, etc.



Do you have any questions?

Jane Debono | Jane.Debono@camden.gov.uk

Gabrielle Abadi | gabrielle.abadi@camden.gov.uk