

# Harrow Town Centre Forum

## AGENDA

**DATE:** Thursday 1 November 2012

**TIME:** 10.00 am

**VENUE:** Management Suite, St Ann's  
Shopping Centre, Harrow  
Town Centre

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**MEMBERSHIP** Quorum 6 (comprising of Councillors, Business, Community and Service Members)

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Jeff Jackson, Manager - St Ann's Shopping Centre

**Councillors: \***

Sue Anderson (VC)  
Bill Phillips

Simon Williams (VC)

**Business Members:**

Howard Bluston

Darren Harman  
Jeff Jackson  
Amin Lalljee  
Maureen Payne  
Gary Stevenson  
Kunjai Sutaria

- North West London Chamber of Commerce
- St George's Shopping Centre
- St Ann's Shopping Centre
- Orient Rice and Foods Ltd
- Marks and Spencer Plc
- Debenhams Ltd
- Boots the Chemist, St George's Shopping Centre

**Community Members:**

Pat Carvalho  
Vacancy  
Bernard Segal

- Harrow College
- Churches Together in Harrow
- Roxborough Residents' Association

**Service Members**

Sergeant Richard Irlen

Anthony Wood

- Metropolitan Police, Greenhill Safer Neighbourhood Team
- Harrow Public Transport Users' Association

**Contact:** Nicola Fletcher, Democratic & Electoral Services Officer

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*Note: If you require disabled access please contact the Democratic Services Officer listed above.*

# **Harrow Town Centre Forum AGENDA**

## **Management Suite, St Ann's Shopping Centre, Harrow Town Centre**

### **Thursday 1 November 2012**

A meeting of the Harrow Town Centre Forum will be held in Management Suite, St Ann's Shopping Centre, Harrow Town Centre at 10.00 am on Thursday 1 November 2012. Light refreshments will be provided.

**1. Apologies for Absence:**

**2. Minutes of Meetings:**

To agree the minutes of the meeting held on 26 April 2012 (Pages 1- 6)

To agree the informal notes of the meeting held on 26 July 2012 (Pages 7 - 12)

**3. Matters Arising:**

To consider any matters arising from the minutes of the last meeting.

**4. Police Update:**

**5. Invest in Harrow DVD viewing:**

**6. Outer London Fund Round 2 Project Update:**

a) Lowlands Road Urban Park

b) Car Park Indicator Signs

c) Legible London signage

d) St Ann's Road public realm

e) Events held since the last meeting and forthcoming

**7. Business Improvement District development programme update:**

a) Retail Group operator survey report back

b) Report on further survey work carried out by Harrow BID team

c) BID levy modelling and discussions with business rates

d) BID task force and champions required

e) Next steps

**8. Other Updates:**

Marketing / Communications

**9. Any Other Business:**

Which the Chairman has decided is urgent and cannot otherwise be dealt with.

**10. Date of Next Meeting:**

To agree the next meeting date of the Forum.

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## **HARROW TOWN CENTRE FORUM**

**THURSDAY 26 APRIL 2012**

### **PRESENT:**

Jeff Jackson Chairman

### **BUSINESS MEMBERS**

Howard Bluston North West London Chamber of  
Commerce

Gary Stevenson Debenhams Ltd

### **COMMUNITY MEMBERS**

The Reverend Bob Gardiner Churches Together in Harrow  
Steve Porter Harrow College

### **SERVICE MEMBERS**

Anthony Wood Harrow Public Transport Users

### **OFFICERS**

Mark Billington Head of Economic Development and  
Research

Andy Stubbs Harrow Town Centre Manager

Wil Tonkiss Temporary Research Assistant

#### **61. Apologies for Absence:**

Apologies were received from Councillor Simon Williams, Bernard Segal, Pat Carvalho and Darren Harman.

#### **62. Minutes of Meetings:**

**AGREED:** That the minutes of the meeting held on 6 February 2012 be taken as read and signed as a correct record, subject to minute 60, paragraph 10 reading: ‘In response to a question as to the status of the Harrow Town Centre Bid Company Ltd, it was noted that it was non-trading, had no assets or liabilities and was separate to the Forum.’

**63. Matter Arising:**

**AGREED:** That it be noted that the Harrow Town Centre Board accounts to end March 2012 had been finalised. These would be sent to Companies House shortly.

**64. Outer London Fund Round 1 Update and Evaluation:**

An officer provided a verbal update on the various projects and events which had taken place since November 2011 and supported by funding from Round 1 of the Outer London Fund. He stated that a total of £472k had been spent in the last six months on projects aimed at boosting the profile of the Town Centre. There would be further funding available for similar projects over the next two years. Evaluation of the recent projects would inform the planning of future events.

The officer briefed the Forum on the projects and events' initial evaluation:

- Banners of Faith and the Light Garden – both of these had been well received;
- Festive lights – Harrow's Christmas lights had been switched on at an official ceremony by a local celebrity which had been well attended. However, the crowds began to disperse as soon as the celebrity left. Bad weather had also contributed to this. Although traders had noticed improved footfall during this event, sales had not increased proportionately. Sales tended to increase when shops held their own promotional events within their premises. However, promotional events within the Town Centre may encourage shoppers to return;
- Animation – Media students from Harrow College had produced a short animated film to promote shopping and eating in Harrow during Valentine's Day;
- Events infrastructure – the Council had been let down by the contractors who were coming to the end of their 5 year term. Although the in-ground supply units had been procured they had not been installed.
- DVD – it was suggested that the promotional video about the Town Centre be distributed to local Colleges. The longer version of the film would be put on YouTube and the shorter version would be available on the Council's website. In future, Media students from local Colleges or the University of Westminster could be invited to undertake this work, which would help keep costs down. The video might not need to have high production values, as these days, the public were used to seeing Youtube clips and images;
- Community Radio – Harrow Community Radio station had broadcast for 28 days on FM. This initiative had been arranged within a relatively short time frame and they hoped to be able to make further FM broadcasts in the future.

- Town Centre Website – it was noted that this was smart phone compatible, had an ‘open’ architecture which allowed individuals and businesses to add their own news items, offers and events and was simple and easy to use. Increased use of online publicity would reach a wider audience in the future;
- Pop-up Art Gallery – this event had been visited by 11 thousand people during a four-week period. It had been an innovative use of an empty retail unit and had helped to raise the profile of St. George’s Centre. The artwork, which had received very positive feedback, including requests to purchase some of the artwork, had been produced by pupils from Nower Hill School. Forum Members agreed that a similar event should be repeated in the future;
- Food and Dance Festival – this had been well attended, received positive feedback and had a dedicated Facebook page to help publicise it. However, bad weather had been an issue and there were plans to repeat this event, with better provision for bad weather;

Forum members made the following comments:

- banners publicising projects and events could be erected sooner to provide advanced publicity;
- the Community Radio initiative could have been launched sooner and include greater participation by the voluntary sector;
- site locations for events such as the Food and Dance Festival should be more widely spread throughout the town centre, with both College and Station Roads being used in the future;
- all projects and events should be publicised in the Harrow People Magazine in good time. Some of the installations, such as the giant tulips and the banners could be re-cycled;
- overall, the programme of events and projects had been excellent, delivered to a professional standard with a low incidence of errors. The events had also received positive local and national media coverage. In future, retailers would be encouraged to take better advantage of such events around the Town Centre.

The officer circulated an evaluation document requesting Forum members’ feedback with regard to the programme of events and projects held. Responses would form part of the overall officer evaluation, which would be submitted to the Greater London Authority (GLA).

**AGREED:** That the report be noted, including the comments made by the members of the Forum.

**65. Outer London Fund Round 2 - Public Realm Improvements, Events and Business Improvement Development:**

An officer provided the Forum with an update on Round 2 of the Outer London Fund Programme for the achievement of Harrow's Business Improvement District (BID). The officer advised that:

- staffing was in place and funding and business plan activity had been agreed with sponsors;
- there had been some slippage with regard to capital provision and adjustments had been necessary;
- Public Realm would be carrying out re-paving of the area between of St Ann's Road near Harrow on the Hill Station up to Havelock Place. Phase Two of these repairs would begin in August 2012. These works would not affect the highway;
- consultants had been appointed to provide advice relating to the final Public Realm improvements in the Town Centre. Traders and residents would be consulted about the proposals over the following weeks;
- one of the two annual food markets in Harrow may take place in July 2012;
- the Olympic torch would pass through Harrow streets on 25 July 2012. The torch bearer would start off from Headstone Manor and pass by the Town Centre using Station Road. Harrow had submitted a bid for the Cultural Olympiad festival programme and had been awarded one of the "Showtime" street theatre shows on Thursday 2nd. This would take place in St Ann's Road and be coupled with Harrow's own music/dance festival as scheduled in the round 2 programme;
- the Harrow Company would be re-activated and its members would have a key role in maintaining an overview of projects. This was an unpaid responsibility and job descriptions would be available shortly. Officers requested Forum members to forward any suitable nominations;
- in addition to the annual food markets, Forum members suggestion of looking at the possibility of offering markets specialising in other areas such as antiques and vintage clothing, would be explored;
- following requests from the Government for longer opening hours during the Olympics, it was noted that traders in Harrow Town Centre had indicated their willingness to do this.

**AGREED:** That the report be noted.

**66. Date of Next Meeting:**

4.00 pm on 26 July 2012.



**67. Reverend Bob Gardiner - Churches Together in Harrow:**

The Reverend Bob Gardiner announced that he would be retiring and would be stepping down from his position on the Forum after fourteen years service. The Chairman and Forum members wished Rev. Gardiner a happy retirement and thanked him for his hard work on behalf of the Forum.

**The Meeting having started at 4.12 pm, finished at 5.47 pm.**

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## Harrow Town Centre Forum

**Notes of the informal meeting of the Harrow Town Centre Forum held at the Management Suite, St Ann's Shopping Centre, Harrow Town Centre on Thursday 26 July 2012.**

### Present:

Councillor Sue Anderson  
Howard Bluston

Councillor Simon Williams  
Anthony Wood

Jeff Jackson (Chairman)

### Officers

Louise Baxter, Mark Billington, Carly Brown, Lindsay Coulson, Rachel Jenman and Andy Stubbs

#### **1. Quorum/Apologies for Absence**

Apologies for absence were received from PC Daniel Brown, Darren Harman, Sergeant Pullen, Bernard Segal and Gary Stevenson. It was noted that the quorum for the meeting was six and that the meeting was therefore inquorate.

It was agreed to hold an informal discussion of the business on the agenda.

#### **2. Minutes**

It was noted that the minutes of the meeting held on 26 April 2012 would be approved at the next meeting.

A Forum Member commented that an amendment was required to minute 63;

'That it be noted that the Harrow Town Centre Bid Company Limited accounts to end March 2012 had been finalised.'

#### **3. Declarations of Interest**

Agenda Items 5 and 6 – Business Improvement District Development Programme Update and Shadow BID Board Membership – Representation and Key Players

Councillor Simon Williams declared a non-pecuniary interest in that he owned a business on Station Road.

#### **4. Matters Arising**

In response to a question as to whether the promotional DVD about the Town Centre had been uploaded to YouTube it was suggested that the matter be discussed after the informal meeting. It was suggested that the short version could be shown at the next meeting but that it was available to view on the Council's website.

The Forum supported the DVD being shown at the next meeting.

#### **5. Outer London Fund Round 2 Grant and Project Update**

An officer tabled a document which provided the Forum with an update on Round 2 of the Outer London Fund Programme. The officer advised that:

- The contract had been agreed with the GLA and it would be a legal document once signed. The town centre would benefit from £3 million in the next two years.
- Events - Various events had taken place, such as a continental market on 29-30 June and there would be a Music Festival and Showtime event on 2 August. The Olympic Torch Relay had taken place on 25 July and approximately 20,000 people had been in Station Road. A market was being considered to coincide with the Christmas light switch on.
- St Ann's Road and Havelock Place - David Kohn Architects had been appointed to prepare the detailed design proposals. The consultation event would take place on Saturday 11 August and either the preceding Thursday or Friday. A letter would be sent to businesses to make them aware of the event and information placed on the Council's website. There would be a stall during the consultation displaying the concept design. People would be asked to fill in comment cards and be directed to the website. It was anticipated that work would commence in September and that there would not be any bus diversions.
- Kymberley Road, College Road and Station Road - There would be a public consultation on the proposals later in the year. The connection between Havelock Place and College Road to improve footfall was still a strategic aim.
- Lowlands Recreation Ground – The recruitment of the design team was out to tender and, to date 27 firms had registered an interest. There would be a shortlist of 5 and an expert panel would consider the applications.
- Roxborough Bridge Underpass – The work was now underway.
- “St Johns Square” (Lyon Road/St Johns Road) – The planning application for the redevelopment of Lyon House and Equitable House had been approved in principle. The application included a new area of public realm and the creation of a public realm “square”. The detailed design would be developed once the Section 106 legal agreement had been completed.
- Kodak Site – An outline planning application, including various uses, had been approved subject to the completion of a Section 106 agreement.

In response to a question, the officers advised that flyers for the Music Festival and Showtime event had been prepared and a wider distribution would be considered. An example of the flyer was tabled at the meeting. An email alert from the website would be sent on Monday.

## **6. Business Improvement District Development Programme Update**

An officer tabled a document which updated the Forum on the Business Improvement District Development Programme. The officer advised that:

- Two new members of staff had been recruited, Louise Baxter, Town Centre Officer and Rachel Jenman who would be responsible for the BID promotion and marketing

- Time was needed to update the business database but any additional contact information on tenants or landlords from shopping centres would be welcome.
- A suggested BID area had been identified as detailed on the map. The area would include 500 hereditaments.

The Forum Members made the following comments on the outline BID area, which would be used as a basis for discussions with businesses:

- The underpass was going to be upgraded and tenders for the work were currently being sought.
- Consideration should be given to extending the BID area to Hindes Road to include Tesco and the cinema. In addition, Halfords and the restaurants in the area could be included. Gold's Gym and Peterborough Bridge did not perhaps create the most desirable impression of Harrow.
- There were no retail premises and only 4 businesses to the west of the BID area, near Headstone Road.
- There should be discussions with officers in the Business Rates Department to determine if any businesses in the BID area had not paid their rates.

The officers made comments including the following;

- Businesses could become voluntary members of the BID but the main activities would be targeted in the defined area of the BID.
- Any extension of the BID area could result in more money if the BID was successful and it was possible that, in the future, a more pragmatic approach to the area could be adopted. It was possible that the area could be amended but only with the agreement of a BID Board and its members. The vote to agree to establishing a BID would be on a proposed programme of set objectives, activities and outputs. Any new entrant to the BID area would at the very least require a vote by the BID board.
- The consultation could include options for the BID area, one would be current proposed area and the other would be a larger area. The consequences and implications of both options could be explained as part of the consultation documentation.
- The retail component of the Lyon Road planning application was small.
- The additional suggested areas for inclusion would be investigated and discussions with the businesses would take place. The businesses would evaluate what benefits they would derive from different potential BID boundaries.

The officer advised that;

- There had been an analysis of the 500 businesses and approximately £260,000 would be raised from a 1% levy of rateable value. Businesses with a rateable value under £5,000 had been excluded. The 1% levy could be reviewed and there might be a different levy applied for businesses which rented premises in managed spaces, for example shopping centres.

- Other boroughs did pursue those businesses which had not paid the levy and there would need to be discussions with regard to who would chase any unpaid levy if the BID was successful. A levy was the only equitable, sustainable mechanism which was business led to collect contributions.
- At present, a property owner could be a voluntary member.
- There could be legislative restrictions, such as the Data Protection Act, on the information which could be accessed with regard to payment of business rates and this would be checked with the council's legal officers.

The officer tabled a collated programme of other London BIDs which included the key objectives and main activities.

The Forum Members made the following comments;

- It would be useful to know the membership of each current London BID in terms of the number of large and small businesses, the community and the involvement of the council.
- Harrow Town Centre was unique as it had two large shopping centres which attracted people to the area but first impressions could be improved.

In response to questions from the Forum Members, the officers made the following comments;

- The Fitzrovia BID was the most recent and some BIDs, such as Kingston, had been established in 2005 and were in their second term.
- The BID activities showed the common and successful themes. The key issues would be similar but local, unique themes for Harrow Town Centre would be identified.
- Concerns about transport issues could be raised during the consultations.

An officer summarised the discussion on the Business Improvement District Programme Update and made the following comments;

- The consultation on the BID would include the two options and the revenue potentials of each.
- The revenue information relevant to the threshold would be prepared for a future meeting of the Forum as it would be useful in relation to the small businesses.
- The consultation documents and material needed to be clear and it was crucial that the database was correct to avoid a challenge.

## **7. Shadow BID Board Membership – Representation and Key Players**

An officer introduced the item explaining that the Shadow Board needed to be representative and asked if there were any other organisations which should be included.

The Members of the Forum then made the following comments;

- Representatives from the hospitality industry as well as the night time economy such as the cinema could be invited.
- The shadow BID Board membership should comprise of a mixture of large and small businesses.
- Businesses which were dependent on the success of the town centre should be represented.
- The minutes of the Forum could be circulated to tenants of two shopping centres asking for their comments which could then be reported at the next meeting.

An officer responded to the points of the Forum Members and made the following comments;

- A shadow BID board needed to be established and should include the major rate payers and those organisations which benefited from the Town Centre.
- There would be a finite number of members and letters of invitation would need to be drafted and sent.

A Member of the Forum requested a copy of the Memorandum of Articles of Understanding and the Harrow Town Centre Manager agreed to provide this.

#### **8. Lunchtime Workshop to Identify Key Issues for Initial BID Consultation (date to be confirmed)**

An officer introduced the item and raised the issue of whether the workshop should be held before or after the Shadow BID Board had been formed. The Members of Forum suggested that it should take place soon.

An officer advised that the original date of Wednesday 1 August was too soon and that an alternative date would be sought in mid to late August.

#### **9. Other Updates**

The Chairman tabled a paper from the Police and made the following comments;

- Action was being taken to address shoplifting in St Ann's Shopping Centre.
- There had been a reduction in anti-social behaviour in the High Street.
- There would a larger Police presence during the Olympics which would mainly be for events.
- The town link radio was transferring from an analogue signal to a digital one and had caused some problems in the short term.
- The Police continued to be proactive despite a drop in their numbers

The Chair commented that improvements could be made regarding marketing and there should be a closer working relationship between the council and the marketing managers of the Shopping Centres.

An officer advised that details of the antiques market would be circulated to retailers and requested that any marketing ideas be forwarded to the officers.

It was suggested that the marketing managers should be given the contact details of the Council's communications officers.

An officer advised the Forum in relation to the internal marketing within the Council and outlined the mechanisms available. It was explained that one of the key campaigns was economic growth and that social media was used.

A Member of the Forum suggested that an advertisement board could be situated in the town centre to display information and publicise upcoming events. It was suggested that this and additional CCTV could be included in the BID.

### Olympic Torch Relay

It was noted that the Olympic Torch Relay had been extremely successful and attended by thousands of people.

## **10. Any Other Business**

The Chair asked if Fitz Gym had CCTV coverage and an officer agreed to look into this matter.

A Forum Member drew attention to out of date advertisement on the information board in St Ann's Shopping Centre. In response to a question, the Chair indicated that St Ann's would be able to accommodate the carol singers from Welldon Activity Group but would need to know the date.

A Member of the Forum asked if any sub-groups would be established, for example a marketing sub-group. The Chair commented that any marketing ideas could be sent direct to him and he would pass them on to the relevant people.

The Chair advised that a replacement for the Reverend Bob Gardiner from Churches Together in Harrow had not been appointed yet but that the representative should be from a church in the town centre.

## **11. Date of Next Meeting**

4.00pm on 25 October 2012