

LONDON BOROUGH OF HARROW

Meeting:	Wealdstone Regeneration Advisory Panel
Date:	15 January 2004
Subject:	Wealdstone survey Should Wealdstone be renamed Wealdstone Village
Key decision:	No
Responsible Chief Officer:	Acting Director of Strategy
Relevant Portfolio Holder:	Planning, Development, Housing & Best Value
Status:	Part 1
Ward:	Wealdstone
Enclosures:	Appendix A - Copy of survey

1. **Summary/ Reason for urgency (if applicable)**

- 1.1 In response to a proposal that changing Wealdstone's name to Wealdstone Village would enhance the image of local businesses , a survey was conducted of 117 businesses to assess their support. There were 17 votes against the proposal and 12 votes in favour.
- 1.2

2. **Recommendations** (for decision by the Wealdstone Regeneration Advisory Panel)

No further action

Reason : The majority of respondents were against the name change

3. **Consultation with Ward Councillors**

- 3.1 All three Wealdstone Ward Councillors are aware of this proposal. At the last WRAP meeting Cllr Harrison was in favour and Cllr Nolan was against. Cllr Blann would support the proposal if the majority of residents and WAC are in favour.

4. **Policy Context (including Relevant Previous Decisions)**

- 4.1 Not applicable

5. **Relevance to Corporate Priorities**

- 5.1 Not applicable

6. **Background Information and options considered**

At the last WRAP meeting we reported back on our survey asking Estate Agents whether they thought trading would be enhanced by changing Wealdstone's name. The sample was

small and WRAP decided consultation should be widened to other businesses, but kept to minimal cost.

Businesses in Wealdstone High Street were asked whether Wealdstone should be renamed Wealdstone Village. We hand delivered a survey form to business premises. Respondents were encouraged to contact us by post, telephone or email.

We have received

17 No votes
12 Yes votes

We initially gave out 117 survey sheets, and then gave out duplicates for lost or damaged forms. Despite a volunteer reminding businesses of the survey we were unable to achieve a 25% response rate

The Harrow Times became aware of the survey through one of the Wealdstone traders, and the comment writer was against the proposal.

Wealdstone Active Community (WAC) unanimously voted against the proposal at the December meeting.

The last WRAP report on the same subject identified over 50 organisations who would need to be informed of the name change. (This includes all the other London and neighbouring boroughs, police, ambulance services, postal services, utilities plus all the Harrow Organisations that will be affected. The full list is as per the October 2003 report)

7. **Consultation**

- 9.1 Wealdstone High Street businesses were surveyed (17 against, 12 in favour)
Wealdstone Active Community took a vote (unanimously against)
Wealdstone Ward Councillors have also commented

8. **Finance Observation** Costs associated with a name change would need to be identified prior to a decision being taken

9. **Legal Observations**
None

10. **Conclusion**

The majority of survey respondents were against the proposed name change

We recommend no further action

11. **Background Papers**

- 11.1 copy of survey attached

12. **Author**

- 12.1 Victoria Isaacs - Regeneration Officer

12.2

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