

Outer London Fund Round Two Update

As a result of the application for Round 2 Outer London funds Harrow Council has been offered £1,758,750, of which £1,366,885 will be capital and £391,900 revenue. Harrow Council has identified £300,000 from its capital budget towards the direct costs of the OLF programme. The programme needs to be delivered between April 2012 and March 2014.

In addition to the direct contribution of funding from the council's capital programme, £23,000 section 106 funding will be used to contribute towards town centre initiatives.

The Outer London Funds secured will create a town park and a performance space which will provide new cultural facilities to serve Harrow. The Performance Space will be used to attract people to the town centre through events. The OLF money will help pedestrians and motorists better navigate around the Town Centre through the installation of Legible London signage car park space indication signs, and improvements in Havelock Place / St Ann's Road. Finally, the OLF programme will focus on creating sustainable town centre management through the development of a Business Improvement District.

The table below summarises the projects to be delivered, the expected impact and the outcomes.

Objective	Impact	Outcome
Create A Town Park At Lowlands Recreation Ground £1.22m	Improved public realm. Create Harrow as a destination for performance. Demonstrate Harrow Council's commitment to the implementation of the Area Action Plan. Unlock the development potential through the creation of the infrastructure for cultural life in the Metropolitan Town Centre.	Increased number of visitors and shoppers. Increased income in town centre retail, hospitality and leisure sectors. Reduction empty office units. Reduction empty vacant retail units. Increased developer and investor confidence. Greater community cohesion resulting from celebration of Harrow's diverse communities, Improved perception of the Town Centre.
To Improve Local Transport Connections, Focused On Measures To Promote Legibility And Ease Of Movement Within The Town Centre Wayfinding Legible London signage £50k Car Park space Indication Signage. £150k	Improved access pedestrian and vehicle in the Town Centre. Greater movement around the town centre and its environs. Improved public realm.	Increased number of visitors and shoppers., Improved perception of the Town Centre.

Havelock Road St Ann's Road public realm improvements £182k		
Build A Sustainable Management, Marketing And Events Structure For Harrow Town Centre Town Centre staff £216k over 2 years. BID development £47k Town Centre events, licensing, safety, speciality markets, promotions £129k Pop up performance stand £3k	Provide leadership and co-ordination in town centre management. Provide a voice and vehicle for action for the business community. Host events during and after the Outer London funded programme.	Creation of a Business Improvement District. Delivery of events in the town centre. Raising additional revenue to deliver additional activities in Harrow Metropolitan Town Centre.

On the 18 July 2007, the Town Centre Forum agreed to spend £16,800 on Business Improvement District (BID) development costs. The Town Centre Forum has £19,931 remaining budget which can be used to match the £47k OLF funds that have been secured to develop a Business Improvement District in Harrow Town Centre.

Mark Billington 26 January 2012.